

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

December 8, 1984

a Benn publication

**C&D Assistant  
of the Year:  
top prize for  
Manchester lass**

**ABPI spends  
£1/4m opposing  
limited list  
— Pfizer give  
Fowler views  
face-to-face  
— Opposition  
from Guild  
and dispensing  
doctors**

**Six new  
Fellows**

**Death of J.C.  
Bloomfield**

## BREAST ALTERNATIVE.

Thanks to our new Freflo Shaped Feeder it's now harder to tell the bottle from the breast.

You see, apart from a more comfortably shaped bottle that makes meal-times less of a handful, our new feeder also boasts the unique Frefloshaped teat.

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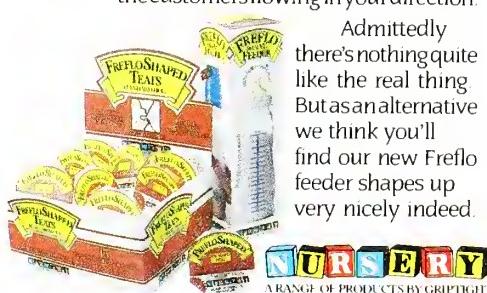
These features alone make this remarkable new feeder a must for any mother who's considering bottle feeding.

But just for good measure we've also added new easy to read scales to the side of the bottle, so at a glance she can now tell precisely how much feed her baby is taking.

Naturally, such a desirable feeder comes in equally attractive packaging.

And because a mother will always need replacement teats, we've also designed a special pop-up counter display unit, containing fifteen Freflo shaped teats, which is bound to keep the customers flowing in your direction.

Admittedly there's nothing quite like the real thing. But as an alternative we think you'll find our new Freflo feeder shapes up very nicely indeed.



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SHAPED

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The Nursery range of products includes teats, nipple shields, feeders, soothers, disposables and baby wipes. Further details of all our products can be obtained from Karen Brazier, Customer Services, Lewis Woolf Grintright Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE tel 021 472 4211



# Which hair care range is moving ahead fastest of all?



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At Warner Lambert Health Care we have many other successes for you. The continuing strength of Benylin, Veganin and Anusol. New products like Simutab and Lifestyles. And the way that our 'Big Three' mouthwashes continue to dominate their market; Listerine, Listermint and Oraldene.

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We'll be pleased to hear from you.  
R84025

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All brand names are trade marks



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## COMMENT

Is staff training worth the expense and effort — and does it really put more money in to the till? Many community pharmacists have their doubts and, regrettably, regard their assistants as mere fillers of shelves and handlers of cash. Such doubters should have been at the Sheraton Skyline Hotel, Heathrow Airport, last Thursday week!

The Grand Final of the *Chemist & Druggist* Assistant of the Year Competition (p1038) certainly left the judging panel in no doubt at all about the expertise and personal qualities of the twelve ladies involved. Whether they had attended formal courses or simply benefited from the guidance of their manager, all the contestants were capable of adding to the value of any business. Their knowledge of the products they sell and recommend; the way they approach their customers; their merchandising and display ability — all were put to the test and none were found wanting. It was clear that consumers who complain about shop assistants have been spending too much time in supermarkets and not enough in community pharmacies.

But what pharmacy proprietor can say that his or her business could not benefit from better trained sales assistants? The assistants the judges

saw at the Sheraton last week reflected great credit on those who employed them — not just because they knew what they were about, but because they had clearly been motivated to enjoy their work and to do it well. However, not everything can be learned by the old "sitting by Nellie" technique and the results of this year's competition highlighted the fact because all three prizewinners had participated in NPA training courses (this was unknown to the judges, who met the contestants only on a Christian name basis). Perhaps this is what gave the winners the edge over other finalists, all of whom had already proved their worth through a testing entry form and who certainly did not let themselves down on the day.

Those involved in the Competition — the NPA and sponsors Vichy UK and May & Baker — all have a long term commitment to staff training which they back with hard cash. The benefits accrue to pharmacy, to customers and patients and, not least, to assistants themselves through greater job satisfaction. C&D hopes that this, our fifth competition, will have added to recognition of the excellent training opportunities available within pharmacy, and the value of taking them up.

# ABPI spends £1/4m opposing list...

The Association of the British Pharmaceutical Industry launched a £250,000 national Press advertising campaign this week (*C&D*, December 1, p968) urging the public to oppose Government proposals to limit NHS prescribing. "And there's more where that came from," said director Dr John Griffin.

Advertisements have been booked to appear in the national dailies, all Sunday newspapers, regional papers in Scotland, Wales and Northern Ireland and the London evening papers. With the catch line "Don't get sick, get angry", the advertisement includes a freepost coupon enabling readers to give the ABPI their support.

Further advertisements will be appearing in the medical newspapers. "Pulse and General Practitioner are being most co-operative," said Dr Griffin at a briefing on Monday, but he would not confirm a report in *The Times* that the space had been given free.

"A lot of doctors think they will be able to prescribe what they like provided it is generic. Many have got the wrong end of the stick. The Government has produced a half-baked decision which people do not understand," said Dr Griffin.

The ABPI has also written individually to doctors and pharmacists and sent a briefing document to MPs. Since the letters were sent out last week over 100 replies have been received from doctors pledging support for the campaign. Response from MPs of all parties is described as "encouraging", with 80 replies received as *C&D* went to Press.

"The limited list is so restrictive that it is

totally false to say there is a generic equivalent. Many drug substances, whether branded or generic, will be unavailable," said Dr Griffin. He reiterated points made in the advertisement that the proposed measures will create a two-tier health service, and that Mr Norman Fowler's claim that adequate substitutes will be available for banned medicines is not true.

The limited list proposals may be against EEC law, Dr Griffin said. "But it is up to individual companies to take the Government to the European Court. I understand there is a case and some companies will be taking action."

Delayed diagnosis, due to reluctance by patients to see their doctor, could cost the NHS money, he suggested, and there may be an increase in doctor dispensing as more private scripts are written for brand name drugs and dispensed from the surgery.

Two meetings have been arranged between the ABPI and the Department of Health for November.

Figures published in the *Guardian* this week suggest Roche could lose 70 per cent of its £20m sales and Reckitt half of its £11m. Sterling, Wyeth, Warner-Lambert and Wellcome could lose from 15 to 40 per cent of sales.

The Pharmaceutical Services Negotiating Committee has expressed further reservations, namely: that guidance be given on the action a pharmacist will be required to take if a drug or preparation is not on the approved list; and that the interests of the elderly and disadvantaged patients who are financially unable to purchase "disallowed" items should be considered by the DHSS.

"Fowler's hit list" and prices for "usual quantities" of the more common preparations which would not be prescribable should the list be brought into force.

Patients are reminded that the less well off, the old and children, who are all currently exempt from prescription charges, will be affected.

The DDA asks patients who think the restrictions are wrong and harmful to write to their local MP by the year-end.

A £1 million two-storey health centre is to be built in east Hull for the **Yorkshire Regional Health Authority**.

## ...as Pfizer boss hits out

Pfizer chairman Ian Wilson, FPS, used last week's opening of his company's new R&D facilities at Sandwich to put his views on the limited list direct to Secretary for Social Services Norman Fowler.

"A fundamental principle of the NHS is that everyone in the community should, regardless of ability to pay, be able to get comprehensive health care" he said. "The proposed limited list would prevent many people from doing so."

Mr Wilson, one of six new Fellows announced this week (see page 1054) and a vice-president of the ABPI, said the limited list proposals, together with recent price and profit cuts, had shaken the industry's confidence in investing in the future.

Mr Wilson said last year's cuts in the PPRS almost "paled into insignificance" when compared to the limited list proposals. He quoted comments from the British Medical Association and the *Lancet* describing the list as "ludicrous" and "the end of the NHS as we know it".

"A political view of what medicines should or should not be permitted in the UK inevitably fails to take into account the precise requirements of patients and the practical experience of doctors. The Government's limited list approach would remove a most vital element underlying pharmaceutical evolution and ultimately fossilise the British medicine's market."

"This research building is a continued indication of my company's faith in the UK, and its people and its Government. Recently, indeed very recently, that faith has been severely shaken."

Mr Fowler rejected Ian Wilson's main charge as "frankly nonsense". The NHS would still have available all the drugs to meet its clinical needs. The drug industry is only one area of the NHS where efficiency is being examined. "Our concern is to ensure we get the maximum value for every pound devoted to health care," he said.

Much of the publicity accorded the list — including that from ABPI — had "obscured the true nature and intent" of the move.

Picking up on Mr Wilson's *Lancet* quote, he pointed out that the magazine's leader had described the list as basically sound and said that a "suitably modified version would do the job". Mr Fowler accepted the need for such modification and promised further talks with the industry and the medical profession.

## DDA says list is the limit

The Dispensing Doctors Association is hitting out at Secretary for Social Services Norman Fowler's limited list proposal.

The Association has produced a leaflet aimed at patients warning them that some medicines will not be available on the NHS and will have to be obtained on private prescriptions from a "chemist".

The four-page leaflet gives details of

## Guild opposes limited list

The Guild of Hospital Pharmacists is to write to the Department of Health suggesting a more rational limited list of drugs prescribable under the NHS.

A meeting of the Guild Council last week opposed the list in principle, arguing that generic substitution and limiting the quantities prescribed were better approaches to reducing the drugs bill. Patients would be inconvenienced by the new proposals and would, in effect, have to subsidise the NHS. Members believed that definition of the term "self-limiting ailments" was unclear, as was the practicality of operating such a system within health authorities.

Mr Mike Cullen, president, and Dr Reid Lowther, professional secretary, agreed to formulate the Guild's reply to the Department, including efforts to produce an improved list. Suggestions from Guild members are invited by January 11, 1985.

At a meeting on October 23 between the Pharmaceutical Whitley Council staff side and the Professional Staffs Council management side, the latter

acknowledged the serious nature of the vacancies in grade 1 pharmacist posts but said there could be no immediate solution as pharmacists would first need to be considered a priority group within the Whitley Council structure. Similarly, no funding was available for emergency duty payments. However, the management side agreed to consider the grading structure for hospital pharmacists and another working party would report back on pharmacy management arrangements in the NHS reorganisation in Scotland.

A joint meeting of the General Whitley Council has dismissed a proposal from the management side for the protection of pay and terms and conditions of service to be linked to age and terms of service. Joint secretarial discussions will now take place to improve the offer.

Discussing the new management structures within health districts, Guild Council members reiterated the need for the management of pharmaceutical services above unit level. Negotiations to secure this must take place at district level, ie with local managers, and cannot be handled or directly influenced by national bodies such as the Guild. It was agreed that advice should be given to help pharmacists in local negotiation. The president is to circulate a package to Guild groups providing explanatory

background information. Advice to the health authorities may also be channelled effectively through Pharmaceutical Advisory Committees.

A DHSS draft code on "Confidentiality of personal health information" does not include pharmacists in the list of health care staff having access to personal health data. Members agreed that the Guild should give an appropriate reply.

Council noted the proposals for a new higher national certificate (TEC) in pharmaceutical sciences for pharmacy technicians. Members felt they could support some of the existing more specific courses, but it would be inappropriate use of scarce training resources for pharmacy technicians; it would be better to train student technicians and convert technicians to TEC qualification.

Council also discussed ways of improving communication between groups and members of the Guild.

The 1985 weekend school is to be held in Swansea from April 19-21 on "Pharmacy in a technological age". The 1986 school would be in London from April 4-6 on "Immunology". The East Midlands group had offered to host the school the following year. Suggestions for topics for the Guild's day symposium to be held at Interphex 1986 are invited by December 22.

## Reprise for Heriot-Watt?

Heriot-Watt University School of Pharmacy may yet be given a reprieve from closure as the University Grants Committee has agreed to another meeting: this time jointly with the Pharmaceutical Society and the School.

As C&D went to press the UGC chairman was arranging a date for the meeting following letters to the Committee from both the Society and Dr Gordon Jefferson, acting head of Heriot-Watt School of Pharmacy.

The news comes as the British Pharmaceutical Students Association prepares its first public protest by marching from the Pharmaceutical Society headquarters to the House of Parliament on Monday. All 16 schools of pharmacy are expected to be represented on the march after a meeting at the Society's headquarters. The Association expects to reach the House at 2.30pm to put its case against closure to as many MPs as possible.



"Looks like they were expecting another NUS sit-in"

## Tanna petitions

South London pharmacist Ashwin Tanna has started a public petition in his shop, addressed to Secretary for Social Services Norman Fowler and protesting against the limited list proposals.

Mr Tanna, who is also a card-carrying

Tory, has collected a 100 signatures in only a few days. But it's hard work, he says, as the situation has to be explained to each person.

In an article in the *South London Press*, he says he doesn't think the Government has looked at the problem logically.

Mr Tanna urges all pharmacists to write to their MPs or to Mr Fowler without delay setting out their fears.

## Longer broken bulk limit?

The Pharmaceutical Services Negotiating Committee has accepted proposals for inclusion in the Drug Tariff put forward by a working party: one is that the time limit for broken bulk provisions be extended from three months to six months.

The following were also agreed by the Committee at the October meeting.

1. That the part containing list of Drugs and Preparations Part V, (re-numbered Part VIII in the 1984 Drug Tariff) would contain a new category "E". Preparations included in this category (which has been extended), will automatically receive an "extemp dispensed" fee by the Prescription

Pricing Authority.

2. "Out of pocket" expenses — the claim for expenses will be paid less 10p instead of 3p as at present.

3. Rectified Spirits — it was agreed that the clause on claiming of rebate for rectified spirits be paid to contractors on the basis that rebate had not been claimed, unless endorsed to the contrary and it would not be necessary for contractors to endorse "rebate not claimed" as at present. Insulin stocks. Following a survey on the "dead stock" of insulin held in Committee members' pharmacies it was agreed that further representations be made to the DHSS for an *ad hoc* balance sheet credit in respect of stock losses incurred.

**Script charges for students.** It was agreed that joint representations be made, with the National Pharmaceutical Association, to the DHSS that students over 16 in full-time education should be given automatic exemption from prescription charges.

## GPs should use script capitals

Mr Tim Astill, director of the National Pharmaceutical Association and general manager of the Chemists Defence Association, has called for doctors to write more clearly, even if it means they use capital letters.

Mr Astill was speaking on the Radio 4 programme "You and Yours", following Press reports that a 54-year-old man is suing a West London pharmacist after it was found he had brain damage after collapsing at his home. It was alleged that he was dispensed Daonil instead of Amoxil — but the pharmacist maintains the prescription was badly written.

Mr Astill said a survey last year found that one half of 1 per cent of prescriptions cannot be dispensed because they cannot be read. With 350 million prescriptions dispensed each year, this means some 1.75m are illegible.

Illegible prescriptions are "a problem for the pharmacist and not the patient," said Mr Astill. The only danger to the patient is the delay in getting the doctor's instructions clarified. "Only where a prescription is truly ambiguous can there be a danger for the patient," he said. "People can be perfectly confident that they get what the doctor wants."

Dr Lottie Newman of the Royal College of General Practitioners said that Mr Astill's own figures showed that the problem involved a small number of GPs. She expected it to lessen somewhat over the coming years as more surgeries switched to computer generated scripts.

## Which? snap of disc cameras

Disc camera buyers should stick to the £25-£40 range, says the Christmas issue of *Which?*. Any camera costing less than £25 isn't worth the money — over £40, the best bet would be a 35mm non-reflex camera.

The magazine tested 36 models for picture quality, exposure and viewfinder accuracy, construction, versatility in different conditions, and flash output. *Which?* found that disc cameras are small, easy to use, cheap to buy and give fewer

failed pictures than a 110 or 126 camera. But cost per picture and quality compared badly with 35mm cameras, and there is no choice of film speed.

Best buys, says *Which?*, are the Minolta disc 5 (lowest price £32) and the Minolta disc 7 (£35) for those who want a self-timer. The Kodak disc 4000 at £29 and the Kodak 8000 at £40 are good value. Telephoto lens models recommended are: Boots tele disc 715 (£30), Halina disc 328 (£26), and Hanimex disc 620 (£26).

*Which?* were unimpressed with the Konica range, with their disc 10 getting black marks for exposure, viewfinder accuracy, and construction. The Nova disc was also found wanting on three counts.



Stephen Howard, a pharmacist manager with the Firth and Pilling chain in Sheffield, has won the Contac 400 'Win a Mini 25' competition. Menley & James Laboratories manager Phil Rawling presents Mr Howard with the car keys

## Drug price rises after the list?

The majority of doctor dispensing applications approved by the Rural Dispensing Committee involve less than 100 patients, Mr Kenneth Clarke, Minister for Health, told Dr R. Thomas (Lab) in the Commons.

"Since the RDC started its work 72 applications have been granted wholly or in part. In 25 of these it was estimated that the maximum number of patients involved would be less than 50, and in 17 cases, between 50 and 100." It is not possible to state how many of these would receive pharmaceutical services from their GPs, as some may continue to go to pharmacies.

## RDC decisions

The Government will consider applications from drug companies to raise prices if their actual profits start to fall below target as a result of the limited list proposals.

Applications will be considered in the usual way under the Pharmaceutical Price Regulating Scheme, Mr Kenneth Clarke, Minister for Health told Mr Hancock (SDP) in the Commons this week.

"We are intending to make further savings as a result of our review of the PPRS over and above the savings which will be achieved through the limited list," he added. "I am about to start discussions with the industry on the operation of the scheme."

The Government will consider any suggestions made during consultations on the limited list for limiting other therapeutic categories, Mr Clarke told Mr Jack Ashley (Lab).

Mr Ashley had asked for the removal of antiseptic lozenges and sprays from NHS prescription. "But we do not at present have any plans to extend the list in this way," said Mr Clarke.

## Spectacle sales 'ordered'

**Two Orders relating to the sale of spectacles from December 10 have been published.**

The Sale of Optical Appliances Order of Council 1984 (SI 1984 No 1778, HMSO £0.75) specifies the conditions under which retailers other than opticians may sell glasses, including the checks that should be made. Apart from certain reading glasses, appliances must be verified by a focimeter, have correctly centred lenses and, if the prescription indicates the distance between the back vertex of the lens and the customers' cornea, be checked to ensure that the optical effect required by the prescription is given.

The Value Added Tax (Optical Appliances) Order 1984 (SI 1984 No 1784, HMSO £0.35) exempts from VAT the supply of corrective spectacles by unregistered retailers.

## Implant recall

**Pharmacists are asked to return oestradiol implants 25mg batch fraction A3305 to the manufacturer Organon Laboratories.**

There is no reason to believe there is any risk to patients says the company but as a precautionary measure they should be returned to *Quality Control, Organon Laboratories Ltd, Scottish Industrial Estates, New Edinburgh Road, Newhouse by Motherwell, Lanarkshire, Scotland.*

## Ralgro POM

**Anabolic steroid growth promoters are to be available only on prescription, the Ministry of Agriculture, Fisheries and Food announced last week.**

That means that Ralgro (active ingredient Zeranol) will be changed from PML to POM. Amendments to the relevant Orders will be laid before Parliament as soon as possible, says MAFF.

The College of Pharmacy Practice's research and development advisory committee has produced guidelines for the preparation of research proposals and presentations. Copies of the document are available on request from the secretary of the College of Pharmacy Practice, 1 Lambeth High Street, London SE1 7JN.

*Chemist & Druggist* 8 December 1984

## Up to you too?

Following my article on the cold-blooded way the price of a marginally stronger Solpadeine was hoisted up, I have received a note from a pharmacist about the price difference between Migravess and Migravess Forte, where a difference of 3.75g of aspirin and 1.5g of sodi bic costs £1.44! He reckons that must be the dearest bit of aspirin on the NHS!

And he's right. Can anyone wonder at the Government stepping in to put a halt to the unlimited prescribing of the myriad of duplicate, me-too products? I'm only surprised that no Government until this appears to have actually looked at what they were paying for. It gives me as a pharmacist, a certain puritan pleasure to contemplate the further results which could follow an analysis of the analgesic market. The ABPI may take this as my comment on the recent letter they sent us.

Tomorrow, when I go to work, I shall look up what it would cost the NHS for me to make up, say 30 powders containing the ingredients of Migravess. I have the feeling it would be pretty close to the proprietary product, but would have the advantage of offering the GP the opportunity to alter the dose or ratios of ingredients to match patient needs. Net ingredient cost for 30.

...metoclopramide =	45p
...aspirin =	5p
...sodi bic =	5p
...ac citric =	5p

Dispensing fee, + container =	£7.20(!)
total =	7.80

Proprietary cost =	£3.86...
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Well, I'm not right every time... But when you consider my price represents hand work and one-offs, you can't help but think. We pharmacists ought to be doing a great deal more direct selling of our skills in being able to produce exactly what a GP may need for his patient's needs.

## From the horse's mouth

I have received a long and courteous letter from a pharmacist non-executive director of Unichem, leading me gently through the paths of righteousness, if not to the promised land, then at least into a better understanding of the set-up at Unichem.

I am told that the executive management team (of five), which includes managing director Peter Dodd, have control of the day to day management of the company, but that policy, a very different matter, is controlled by eight non-executives. From

which we must infer that the three-year carrot was set up by them? Since I have other letters in hand on this, I will leave comment till later.

But in the last paragraph came a statement which set me laughing nicely. It seems that because I said the £650 a year would only net £300 after tax, it has been deduced I must be paying nearly 60 per cent and therefore can afford to be independent. I hate to disappoint you but this isn't so. I'm just naturally independent and 'ornery'. I pitched the figure there for those likely to pick up this sum for spending around £8-9,000 a month.

## Snap note

I keep getting these good ideas. Its awful really since I was never one to keep a diary or notebook with me for more than a day or so at one time. I start off well enough, but change my clothes or have to use the pencil for something else, or empty my pockets looking for change. So I end up making important notes on bits of paper to be sorted out later. Not very efficient. But from tonight, all must change. I have just emptied all my pockets and in looking over the scraps of envelopes, old torn-off price tickets, and backs of invoices I find masses of starting points for these articles, nearly all out of date.

So I'll start with the only point that still applies. A customer came in with a filthy old Polaroid camera, wanting a colour film for it. He wanted to record a bogged-up building repair for litigation. I opened the thing and found the squeegee rollers dripping with gunge from a previously split film. One roller fell out at my feet. Exasperated I gave it back saying, in effect: "Never let it darken my door again".

The fellow went away with his mate, returning five minutes later asking if I could sell him a decent one. I sold him a current 600 model complete as it came with film and flash-bar. He returned next day, pleased, to buy a new film and flashbar. Half an hour later he came back yet again to tell me the flashbar didn't fit. "Nonsense;" I thought. "But of course, he was right. The 600 models take a different flashbar from the 1000 series. I had to buy some in. They have to sell at about £2.30 to give any margin."

I get distinctly niggled at this manipulation of the market by a manufacturer who thus forces us to double stock of both films and accessories if we are daft enough to sell their latest model cameras. I suppose I am foolish not to welcome it as increasing trade, but I just see more and more capital being tied up in chasing static sales...

## Sandoglobulin

**Manufacturer** Sandoz Pharmaceuticals, PO Box Horsforth No 4, Calverley Lane, Leeds LS18 4RP.

**Description** Freeze dried polyvalent antibody preparation to give an intravenous solution of human normal immunoglobulin containing, in concentrated form, all the antibiotics normally occurring in the donor pool.

**Indications** Replacement therapy for congenital agammaglobulinaemia and hypogammaglobulinaemia in patients unable to tolerate intramuscular injections. Treatment of idiopathic thrombocytopenic purpura.

**Dosage** Given by intravenous infusion.

*Replacement therapy for congenital agammaglobulinaemia and hypogamma-globulinaemia:* 0.1-0.3g per kg body weight every two to four weeks according to severity of clinical signs and symptoms.

*Idiopathic thrombocytopenic purpura:*

0.4g per kg body weight on five successive days. Maintenance doses of 0.4g per kg body weight may be given as required to maintain platelet count. See manufacturer's Data Sheet for details of reconstitution and administration.

**Contraindications** Rarely anaphylactoid reactions may occur in sensitised patients with selective IgA deficiency who possess antibodies to IgA.

**Side effects** If the correct dosage regime is followed severe reactions rarely occur. But patients should be monitored for signs of anaphylactoid reaction such as a sensation of pressure in the chest, hypotension and cyanosis. In such cases infusion should be stopped until symptoms have passed. Delayed inflammatory reactions including headache, nausea, mild pyrexia, shivering and tachycardia are more likely to occur in agammaglobulinaemic and hypogammaglobulinaemic patients who have never had immunoglobulin substitution therapy. The reactions usually happen 30 to 60 minutes after starting infusion and disappear after it is finished.

**Pharmaceutical precautions** Store protected from light below 25°C. Once reconstituted use without delay. Do not shake. Any solution remaining after use should be discarded. Infuse only clear solutions close to body temperature.

Packs 3g pack containing 3g protein, 5g sucrose as stabiliser with 100ml bottle normal saline, transfer needle and giving set (£48.80 trade) and 6g pack containing 6g protein and 10g sucrose with 200ml bottle normal saline, transfer needle and giving set (£93.60 trade).

**Supply restrictions** Prescription only  
Issued December 1984

## Tutoplast Dura

**Tutoplast Dura** (see C&D February 11, p260) has now been granted a Product Licence. It is solvent dehydrated human dura mater (5 pieces 1.5×3cm, £58.55; 2 pieces 4×5cm, £84.75 trade). It can be used to effect repair or closure in thoracic surgery, abdominal surgery, neurosurgery or urology. *E. Merck Ltd, Four Marks, Alton, Hampshire GU34 5HG.*

## Ensure expands

Abbott Laboratories have extended their Ensure range of products.

Ensure powder (6 x 400g, £21 trade) and Ensure 946ml can (6, £16.32 trade) are now available nationally. The Securicor delivery scheme for the more bulky products (C&D August 4, p212) is also to run nationally, say Abbott.

Coffee and egg nog flavours have been added to the 237ml can size (both £19.92 trade for 24 cans). *Abbott Laboratories Ltd, Queensborough, Kent ME11 5EL.*

## BRIEFS

**Isoket packs:** Isoket IV 50mg per 50ml and 100mg per 100ml bottles are now supplied in singles at £21.50 trade and £29.69 trade respectively. *Sanol Schwarz Pharmaceuticals Ltd, The Limes, 130 High Street, Chesham, Bucks HP5 1EF.*

**Kerecid solution from Allergan:** Kerecid solution is now supplied by Allergan. But Kerecid ointment continues to be available from Smith Kline & French who will also deal with medical inquiries about both products. *Allergan Ltd, Turnpike Road, Cressex Industrial Estate, High Wycombe, Bucks HP12 3NR.*

**Baxan caps new pack:** A 500 capsule pack of Baxan capsules 500mg is now available at £147.75 trade. *Bristol-Myers Co Ltd, Station Road, Langley, Berks SL3 6EB.*

**Artane Sustets supply problem:** Artane Sustets are out of stock and will not be available again until late January 1985, but Artane tablets continue to be available, say *Lederle Laboratories, division of Cyanimid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS.*

**Heparin Inject 5000:** Pre-loaded syringes of heparin mucous containing 5,000 units in 0.3ml (10, £5.50; 100, £46 both trade) are available from *Immuno Ltd, Artic House, Rye Lane, Dunton Green, Sevenoaks, Kent TN14 5HB.*

## Franchise for low-cost specs

**Crown Eyeglass Ltd** are offering pharmacies a franchise package for selling spectacles after December 10.

For a total of £5,000 (initial outlay £2,000) the pharmacist will be given a week's training and the necessary equipment and a selection of frames, together with back-up services. The patient brings a prescription from an ophthalmic optician to the pharmacist and selects a pair of frames. The pharmacist sends the order to Crown who return the spectacles the next day.

A pair of spectacles costs £19.95 retail or, for fitting old lenses into new frames, £9.95 plus £3 for fitting. The range of lenses includes bifocals, Reactolite and tinted lenses. There are 200 styles of frame.

The company is planning to appoint 1,000 franchise outlets for the UK in 12 months. *Crown Eyeglass Ltd, 3 Blakey Moor, Blackburn, Lancs BB2 1LL.*

**The National Pharmaceutical Association** believes that a focimeter and pupil distance measure will be essential equipment for pharmacists wishing to sell spectacles. Further guidance will be given when the new Regulations allowing these sales are published. The Pharmaceutical Society's Council is considering a statement on the ethical considerations.



A counter display card outlining the "Do's and don'ts" of taking and storing medicines has been produced by Searle Consumer Products, manufacturers of Lotussin. The card is available on request from Searle representatives or direct from Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland.

Minuet products will from January 1, 1985, be distributed by *Statestrong Ltd, Boundary Road, Lytham, Lancs FY8 5HU.*

*Chemist & Druggist* 8 December 1984

# Everybody knows who's brand leader in the torch market.

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Ever Ready's  
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and drug stores.  
They do not monitor torch  
sales through hardware and  
ironmongery stores, electrical  
shops or photography shops.

"Ever Ready are saying that  
in the UK as a whole they are  
market leaders. I'm sure  
they're right and I don't  
challenge that," said Mr  
Doughty.

Neither does he challenge  
Ever Ready's claim that the  
figure includes the cost of bat-  
teries. "Our torches are sold  
with batteries, but I don't see  
what difference that makes."

## Refund US sho exhibit

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Mr Roy Doughty, Marketing Director,  
Duracell UK, in an article from Hardware  
Trade Journal, November 2nd 1984.



Makers of the country's most popular torches.



## Vichy filters in sun tan range

Vichy are launching nine new products into their sun tan range for 1985 which, says the company, features "an advanced patented filter, a tanning precursor and more effective skin care".

Available only through pharmacies, the range comprises total sunscreen SPF 15 (50ml, £3.95); first sun milk for body SPF 6 (150ml, £3.70); first sun cream for the face (50ml, £3.70); super sun milk SPF 3 for body (150ml, £3.70); super sun cream SPF 3 for face (50ml, £3.70); tropical sun oil SPF 2 (150ml, £3.70); after sun emulsion (150ml, £3.70); sun facial cream SPF 4 (50ml, £3.95); and rapid sun milk SPF 3 (150ml, £3.95).

First sun milk and cream SPF 6 and rapid sun milk feature an "ultra-filter" to give better ultra-violet protection. Rapid sun milk also contains 3 per cent tyrosine as a tan activator. All the products in the range contain vitamin F which, say Vichy, "helps to regulate water loss leaving the skin soft and supple." The sun facial cream is said to allow safe tanning and to guard against wrinkle formation.

The range has been repackaged in brown bottles and tubes, except total sunscreen and after sun emulsion which have a white livery. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

## Confidence for cosmetic sales

Cosmetic and toiletry manufacturers' sales went up by 8 per cent in real terms in 1983 and all the signs point to 1985 being another good year, say *Silver Book*.

After several years when "real" demand was very sluggish, the industry last year recorded very buoyant sales, primarily due to returning consumer confidence. Sales of cosmetics and toiletries in the UK in 1983 were worth £789.5m at manufacturers' sale price — an increase of 13½ per cent on the previous year. Prices of all goods rose 4.8 per cent, while the real increase in toiletry sales was 8.7 per cent.

The improvement in sales first made

itself evident in June 1983. *Silver Book* points out however, that advance figures for the second quarter of 1984 are slackening. The increase before price adjustment was only 2.7 per cent against increases which averaged 5.2 per cent over the past year.

This may be partly explained by overall consumer expenditure, which in 1983 went up by 4.9 per cent in real terms, but is expected to grow by only 2.8 per cent in 1984. This drop is more or less in line with the estimated fall in real growth of demand for cosmetics and toiletries.

In terms of inflation-adjusted growth skincare products put up the best performance with a 20.8 per cent increase closely followed by hair preparations (19.5 per cent).

Advertising expenditure in the year ending March 1984 amounted to over £120m — an increase of 19 per cent on the previous year's spend.

Over the five years from 1980-84 the weighted increase in prices was 45 per cent. Skincare and deodorant prices headed the list with a growth of 56 per cent while dental products were bottom with only 24 per cent. In the early part of the period fragrance prices rose sharply but, since July 1982, they have increased very slowly, due perhaps to consumer resistance.

"1985 indicators forecast an improvement in consumer spending on 1984, and, as a result, real increase in retail sales will also improve." Volume growth for the coming year is put at around 4.5 per cent. *The Silver Book review of the toiletry and cosmetic preparations market, March 1984. Price £40. John Hogston Associates, 23 Golden Square, London W1.*



Two frequent-use shampoos and a conditioner containing aloe vera are being launched by Henara. Henara aloe vera frequent shampoo for normal and greasy hair (375ml, £1.45) and matching frequent conditioner (375ml, £1.65) are in liquid form as opposed to gel or mousse. *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1V 9BP*

## £3m support and new variant for Speed Stick

Mennen's Speed Stick male deodorant is to be supported by a new 30 second television commercial with a full network spend of £2.5m in 1985. And £500,000 will be put behind consumer promotions, say distributors Chemist Brokers.

The consumer drive will centre on a money-back coupon offer and later in the year on price promotion packs. A new fragrance is to be introduced in April.

The year is to commence with an in-store merchandising programme, and retailers are currently being offered a free interlocking counter display unit holding one dozen of each variant. The end part of the trays have snap-off sections which enable them to fit any size shelf.

Stick deodorant sales have increased this year by four times compared to 1983, and now take 6 per cent of the total market compared with 1.5 per cent in 1983.

"Speed Stick quickly gained a 40 per cent brand share within that sector," says Sara Sorby, senior marketing manager at Chemist Brokers. "It outsells Sure Solid by three to one and now has a 2 per cent share of the total deodorant market. This year it achieved a sterling-weighted distribution of 60 per cent through chemist outlets."

The deodorant market showed a 10 per cent sterling increase in July/August this year compared to the same two months in 1983. Chemist Brokers estimates its sterling value this year at around £76m from 94 million units sold. Research shows independents are not taking advantage of the television backing for the brand, says Sara Sorby, and multiples have lost sales by going out of stock, particularly of the regular variant which takes 40 per cent of sales. *Chemist Brokers Ltd, Milburn, 3 Copse Lane, Esher, Surrey.*

## Bisodol on TV

Bisodol is to be supported by a £750,000 television and national Press campaign say International Chemical.

Television support breaks in Tyne Tees on December 10 finishing on December 31, while a campaign in Central, Yorkshire and TSW runs from December 24 to January 6, 1985.

Bisodol advertisements are currently featured in a national Press campaign. *International Chemical Co Ltd, Cheneys Street, London WC1E 7ET.*



# For blocked passages, congested shops and bunged-up tills.

Mu-Cron.

To be taken in large quantities to relieve the effects of nationally televised spots and of hyperpublicity causing abnormal sales.

Dosage: £1,250,000. To be taken in

regularly on national TV throughout the winter, before and after meals. If sales persist consult your distributor.

Ciba Consumer Pharmaceuticals,  
Wimblehurst Rd, Horsham, West Sussex.

## New for Spring from Max Factor

Max Factor have launched new colours for Spring 1985 in the Swedish Formula, Colorfast and Maxi ranges.

Designs in Silk are being introduced to the Swedish Formula range as colours for eyes and lips. Purified eye shadow (£2.50) will be available in silkspun amethyst, gold and sapphire, while purified lipstick (£2.25) comes in wild cinnabar, lavender and orchid.

It's "au revoir" to the dark neutrals of Winter... and "bonjour" to the fresh, clear pastels of Spring, say Colorfast by Max Factor who are introducing Les Nouveaux Pastels. The range comprises: Long lasting blusher — fleur de rose; long lasting eye shadow duo — gold glace/bonjour bronze, French opal/Paris mist, and iced champagne/marron glace; and long-lasting lipstick and matching nail enamel — tres pink, le mauve and nouveau peach.

Colorfast joins forces with fashion manufacturer, L'Ultima for 1985 "to bring customers into line with fashion and beauty". In-store promotional counter show-cards and other activities are promised in the coming months.

Continuing the 1985 pastel theme is the Maxi Dare to be Dare Collection. Products featuring the new colours are eyeshadow quartettes — sweet dreams comprising primrose, mint, rose and lilac pastels and misty memories — blue, peach, pink and grey; extra long lash mascara in purple mist and blue smoke; soft lustre lipstick and endless shine nail enamel — in the buff, naked pink, bareslilac and cameo nude. *Max Factor Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth KT6 7LU.*

## Unichem scratch golden dozen

Unichem are replacing their golden dozen scheme with a game based on scratch cards similar to those used by petrol companies. Up to £300,000 is to be given away in 1985.

"The golden dozen scheme has served us well," says Unichem's marketing manager Mr Bill Hart, "but it is becoming a bit old hat". So for 1985 Unichem are introducing the new scheme which retains some elements of the golden dozen such as staff involvement and a cash prize.

The new game — "classic winners" — includes instant wins for pharmacists and counter staff of member outlets.

Pharmacists can win up to £10,000 immediately and staff up to £100. There is also a monthly draw entry for staff on some cards instead of the instant win.

A third element is a collect and win game: a panel on the scratch card can be torn off and attached to the relevant part of a game board featuring ten sporting events.

Once a set of panels is complete pharmacists can claim a prize from £5 to £10,000. There is also a £100 Soler Touriste holiday voucher prize on the board.

There are to be three £10,000 prizes during the year, four £5,000 prizes, five £2,000 prizes, 20 £1,000 prizes and 29,000 prizes of smaller denomination, say Unichem. It is claimed that the chance of winning is 27 to 1 and the average member outlet should win at least four times in the year.

The entry cards will be delivered to member outlets by Unichem van drivers. Members will receive one entry card for every £10 worth of promotional goods bought.

Fourteen promotional lines will be offered each month, say Unichem.

It is expected that each member outlet will receive about 30 to 40 cards a month.

The scheme is designed to create more business for Unichem but the company would not say how much. And distribution of all the prizes will depend on all the entry cards being issued. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

## Smarter Varta

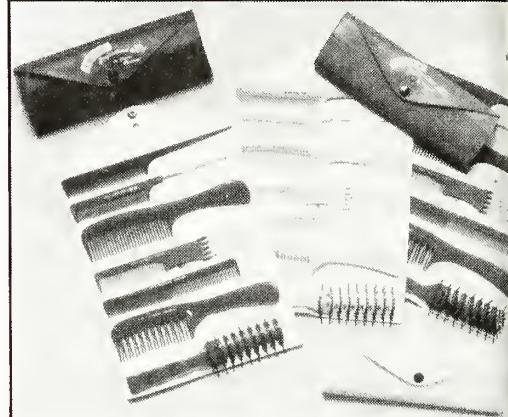
Varta are launching five new black and gold Energy 2000 display packs.

They collect together blister cards of the five most popular sizes in the range,



and come complete with Energy 2000's key selling points including the "no quibble" leakproof guarantee.

The company also have a new counter unit, which can be assembled in either one, two or three tiers — the battery bar — for their high performance lines. *Varta Ltd, Varta House, 53 Gatwick Road, Crawley, West Sussex.*



Rand Rocket's professional brush range is, as the name implies, designed to meet the standards of professional stylists. Available in red, blue or yellow, the wallet kits (£3.20) each contain six styling combs and a vented brush. *Rand Rocket Ltd, ABCare House, Walsworth Road, Hitchin, Herts*

## Chemist-only multivitamin

Vitalia have launched a new children's multivitamin tablet (bottle of 250, £3.49).

The tablets are available only from chemists "so customers can receive back-up advice from a pharmacist".

"Children love the tablets because they're chewable and easy to digest. Parents love them because they provide vitamins A, B1, B2, C and D, plus iron", say *Vitalia Ltd, 8 Eden Hall Close, Hemel Hempstead, Herts.*

## Pregnancy and diabetes leaflet

As part of their Keeping Well with Diabetes education programme, Nova have produced a leaflet answering questions on pregnancy.

It covers blood glucose monitoring, diet, insulin dosage, hyperglycaemia and breast-feeding, and encourages diabetic women to control their diabetes throughout pregnancy and even pre-conception. Available from *Nova Laboratories Ltd, Ringway House, Bell Road, Daneshill East, Basingstoke, Hants.*

## Colorama's first

Colorama Processing Laboratories have timed their first consumer advertising campaign to coincide with Christmas and the New Year.

Adverts in London's Standard carrying the theme, "everything clicks with Colorama" aim to increase awareness of the company's fast D&P service. *Colorama Processing Laboratories Ltd, 44 Lancaster Street, London SE1.*

## Milupa in the farmyard

Milupa are launching three new products next February and plan to run a consumer promotion on one million packs of infant food starting in January.

Specially marked packs of infant food are to carry farmyard stickers. There are ten different designs which can be stuck on a free farmyard frieze.

The friezes are enclosed in some infant food cases and further supplies are available from the company.

The farmyard stickers promotion is to run only through independent chemists, say Milupa, and will be supported by advertisements in February issues of *Parents, Mother & Baby* and *Mother*.

The three new products for February are: Muesli breakfast (75g, £0.59) a junior food suitable for babies six to 18 months old containing a blend of cereals, fruit and nuts; wheat breakfast cereal and honey (150g, £0.75) suitable for babies four months and older made from wheat and honey with 12 vitamins, calcium and iron, and hibiscus and rosehip junior drink (£1.05) suitable for babies from six months old with no artificial additives or added sucrose.

There will be POS material to support the three new products plus consumer advertising and heavyweight sampling, say Milupa.

Milupa infant drink now takes 16 per cent by value of infant drink sales through independent chemists, says the company.

The new variety junior drink is expected to at least double sales. *Milupa Ltd, Milupa House, Hercules Road, Hillingdon, Uxbridge, Middlesex UB10 9NA.*

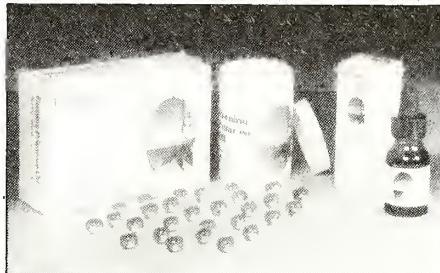
## New for the Outdoor Girl

Outdoor Girl are introducing an eye shader pencil (£1.35) to their new Delicate Touches range for Spring which features "glowing pinks and soft creamy highlighters".

The pencil is for use on brow bones, eye lids and under bottom lashes to highlight, shade and outline. It comes in six colours: jade, pink pearl, sapphire, amethyst, white gold and topaz.

Other products featuring new colours are: cream blusher — petal pink and soft almond; long lasting cream lipstick and flexi-nail sheer polish — cherry blossom, almond blossom and peach blossom.

*Chemist & Druggist 8 December 1984*



**Evening Primrose Oil**, launching two new packs of their pure EPO in January. One pack contains 15ml of EPO in a dropper bottle (£3.45), which helps control the rate of use, says the company. The second pack is an economy pack, of 100 x 500mg capsules (£10.50). *Evening Primrose Oil Co Ltd, 17 Royal Crescent, Cheltenham, Gloucestershire GL50 3DA*

"Bright, frivolous and fun" is how Miners describe their Water Babies collection for Spring 1985. The range comprises great shadow eye kit — Caribbean brights, Pacific pastels; double agent kohl/shader duo pencil — sea green, salmon mousse; cream blusher — coral reef, rock pool; lipstick and matching nail polish — lemon sole, goldfish, oyster shell and baby shrimp.

Mary Quant are backing pastels for Spring with Beyond the Pale collection of colours for eyes, cheeks, lips and nails. Making up the range is blushbaby blusher — lemon sherbert, pink coconut; colour rich lipstick-butter up, wined up, pick me up and skin deep; nail polish — milk pale, smokey bare, invisible pink, bare skin; peep eyes shadow duo — shot in the dark, nip in the bud; kohl pencil — sweet nothing, pink-a-boo; and action lash mascara — dusk and dawn. *Gala Cosmetics & Fragrances Ltd, PO Box 3, Frances Avenue*.

## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Angha	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television	C4 Channel 4	

Askit powders:	So, G
Bisodol:	NE
Braun:	All areas
Cidal soap:	Bt, C4
Comtrex:	All areas
Duracell batteries:	All areas
Grey Flannel:	Ln
Hill's Balsam:	M
Hustler:	All areas
Karvol:	All areas
Numark promotions:	U
Old Spice:	All areas
Oxy Clean cleaner and pads:	Lc
Philishave:	All areas
Pierre Cardin Pour Monsieur:	Ln, Lc, Sc
Proflex:	All areas
Sanctogen:	Bt
Simple soap and skincare:	Ln, M, A, C4
Sinutab:	All areas
Strepsils:	All areas
TCP throat pastilles:	M, Lc, Y, Ne
Yardley:	All areas

## No 1 in Hair Care

Lady Jayne means the very latest in hair fashion styles. New, exciting products launched regularly. All packaged in eye-catching pastel colours, that harmonise perfectly, to create in-store excitement.



A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

Laughton & Sons Limited,  
Warstock Road, Birmingham  
021-474 5201



## Pond's pump out cream

Chesebrough-Pond's have introduced Ponds cream and cocoa butter in a 500ml size with a pump dispenser.

The 500ml pack (£2.75) is ideal for the bathroom while the pump adds dispensing ease, the company says. The Chesebrough-Pond's sales force is now distributing 100,000 collars for existing Pond's cream and cocoa butter stocks — these offer the consumer 10p off next purchase, as well as giving tips for all-over skincare. Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

## Numark mark New Year

The next Numark national promotion will run in-store from January 14-26.

Numark members will be eligible to enter a joint Numark/Kleenex lucky draw. There will be seven prizes each worth £400 of a range of Webb Continental Oxford Glass for which the chemist has to order ten cases of a stipulated range of Kleenex for Men. The entry form should be returned to Independent Chemists Marketing in Warminster by February 4.

Alberto Culver have produced a 200ml banded twin pack of VO5 shampoo (£0.99), which is exclusive to Numark members.

Products on promotion include Contour cartridges, Empathy shampoo, Borne Blonde colourant and lightener, Elastoplast plasters and dressing strip, Robinsons dried baby foods stage 2 plus 25 per cent extra free, Wilkinson Sword retractor disposable razors, VO5 twin-pack shampoo, Paddi Cosifits, Libra,

Kleenex for Men, Kleenex super 3 and regular, pocket pack and toilet tissue, Ultrabrite toothpaste plus 30 per cent extra free, SR toothpaste, Palmolive shaving cream large plus 10 per cent extra free, Palmolive shaving sticks, Sure aerosol and solid, Eucryl toothpowder and Poly Hi-Lights.

RPM specials include Rennie, Night Nurse, Day Nurse liquid and capsules, Otrivine, Eurax, Proflex, Strepsils, Oraldene, Listerine and Hedex. NuSoft press-on-towels super 20's (£0.65) and twin heat hot water bottles (£3.55) will be on promotion as will NuSoft liquid soap (£0.65) and medicated nappy liners (£0.92).

Point of Sale material will be available for all products on promotion and advertising will be in *The Sun*, *News of the World*, *Sunday Post*, *TV Times* and *Woman's Own*.

Merchandising support will be window banners and bills, and shelf and stack cards. The promotion will be screened on Ulster TV week commencing January 14 1985. *Independent Chemists Marketing Ltd*, 51 Boreham Road, Warminster, Wilts BA12 9JU.



## Booker soup up

Booker Health Products are extending Prewett's range of health foods by adding three instant, high-fibre vegetarian soups.

The range comprises lentil, mushroom and tomato varieties all made without artificial colouring, flavouring or preservatives. Each is high in protein, low in fat, and contains no added salt, sugar or emulsifiers, says the company.

The soups are packaged in twin-sachets (£0.29) in outers of 12 packs. The sachets (20g each) are bar coded and have a shelf life of 39 weeks. *Booker Health Foods, Ltd*, Healthways House, 45 Station Approach, West Byfleet, Surrey.

## Christmas closures

**David Anthony Pharmaceuticals Ltd:** from 5.30pm on Friday, December 21 through to 8.30am on Wednesday, January 2.

**Duphar Laboratories:** from 4pm on Friday, December 21 through to 8.45am on Wednesday, January 2. Orders for delivery by Christmas must be placed by December 12. Inquiry service in orders department on December 27 and 28.

**Thomas Kerfoot & Co:** from 12 noon on Thursday, December 20 through to 8.30 on Wednesday, January 2. Orders for delivery by Christmas must be placed by 12 noon on Wednesday, December 19.

**May & Baker Ltd:** from 5pm on Friday, December 21 through to 9am on Wednesday, January 2. Orders for delivery outside Greater London must be placed by December 12. Emergency medical inquiries on 01-592 3060.

**The Wellcome Foundation:** UK distribution centre and other commercial operations at Crewe Hall, Cheshire, from 4.20pm on Friday, December 21 through to 8am on Wednesday, January 2.

**Napp Laboratories:** from 5pm on Friday, December 21 through to 9am on Wednesday, January 2. Orders for delivery by Christmas should be placed by Friday, December 14.

**Allen & Hanburys:** from 5.15pm on Monday, December 24 through to 8.45am on Monday, December 31. Closed again from 5.15pm on Monday until 8.45am on Wednesday, January 2.

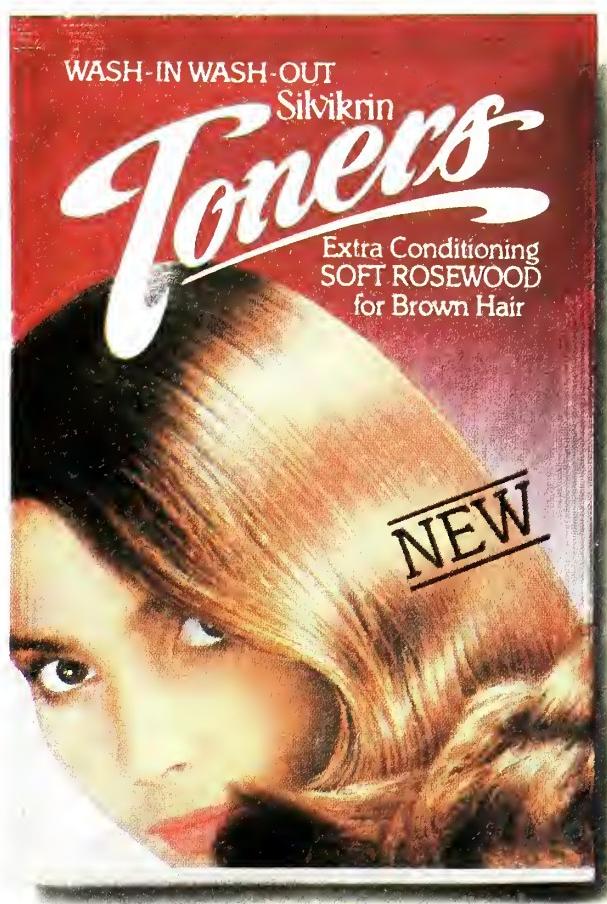
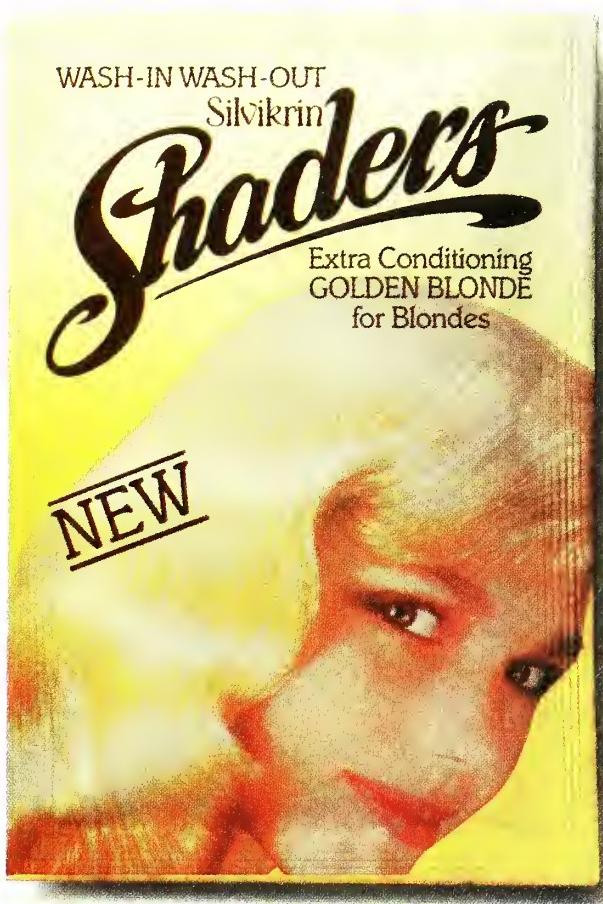
**Beecham Research Laboratories and Bencard:** from 5pm on Friday, December 21 through to 8.45am on Wednesday, January 2. Ansaphone service for emergency inquiries on 01-560 5151.

**Glaxo Laboratories:** from 5.15pm on Monday, December 24 through to 8.45am on Monday, December 31. Closed again from 5.15pm on Monday until 8.45am on Wednesday, January 2.

**Paines & Byrne Ltd:** from 5pm on Thursday, December 20 through to 8.30pm on Wednesday, January 2. Staff will be available for urgent telex and telephone orders from 9am to 12 noon on December 27 and 28.

**Sterling-Winthrop Group:** from 4pm on Friday, December 21 through to 9am Monday, December 31. Closed again from 5.15pm on Monday until 9am on Wednesday, January 2. Orders for delivery by December 21 must be placed by December 12. Ansafone service for emergency medical inquiries on Guildford (0483) 505515.

# TWO NEW WAYS TO TONE UP YOUR PROFITS



Shaders & Toners now have bright new modern packs and bright new modern ads to go with them.

Not that we've changed the style of the ads though.

After all, an advertising campaign that has made its product the volume brand leader in the ever expanding hair colourants market needs only to be improved, not changed.

And that's what we've done, with new ads directly targeted at the teenage girls market and with a £400,000 spend behind them.

Not only that, but we've updated our range of colours to give young girls an even better choice than ever before.

New packs, new colours and new ads. It all adds up to new profits.

## Market smells of roses

The future for the deodorants market is looking rosy according to a recent Mintel Market Intelligence Report.

Anti-perspirants and deodorants are still one of the biggest sectors in the toiletries field and one that is growing, say Mintel.

"Deodorant" is loosely used to describe the whole market but many products are antiperspirants and most products on the market are labelled as both, say Mintel: in fact APD (antiperspirant deodorant) is another designation for the market.

The report does not however cover the tiny vaginal deodorant sector.

There has been real volume growth in the market at two periods during the last decade: first during the hot Summers of 1975 and 1976, and then during the last three or four years, largely because of the introduction of body sprays. Mintel values the market at about £90m at rsp in 1983.

Aerosols account for nearly 60 per cent of the market in value and almost 50 per cent in units.

Mintel put Right Guard as number one brand in the whole deodorant market with about 12 per cent by value in 1983. Sure brands are a close second with about 11 per cent. In the aerosol sector Right Guard leads with 19 per cent last year and Mum (including Quick & Dry) is brand leader in the roll-on sector with 21 per cent last year, say Mintel.

Old Spice leads the stick deodorant sector with 25 per cent by value last year, more than twice the share held by second-placed Boots and other Shulton brands, according to the report.

For body sprays Impulse has the lion's share with 51 per cent value, say Mintel.

In terms of outlet share Mintel estimate that Boots have a 30 per cent value share in 1983 while other chemists took 10 per cent, supermarkets 25 per cent and drug stores 15 per cent.

On the advertising front Elida Gibbs has consistently been the biggest advertiser.

In 1980, says the report, £4.6m was spent on Press and television advertising of deodorants. In 1983 that had risen to £11.9m.

The biggest area of potential market expansion is among men, say Mintel: "The prime task is to get more men to use a deodorant at all and there is scope for increasing frequency of usage".

The development of the new stick products will take some sales from aerosols and roll-ons, says the report, but should,

on the whole, expand the market, especially if they are aimed at men.

The future for body sprays is "the great imponderable" and Mintel do not see much future growth.

Retailers own-brands appear to be flourishing in all sectors and it is forecast that their share will probably level off at around 10-15 per cent.

There is still scope for new product development: an aerosol with a hood to direct the spray is on sale in Australia and would probably be more acceptable in the UK than in the USA where aerosols are more unpopular per se, say Mintel, Market Intelligence Report on Deodorants *Mintel Publications Ltd, 7 Arundel Street, London WC2R 3DR*.



## Added-value from Bristows

The Bristows hair-care range is being promoted by added-value offers flashed on-pack — "33 per cent extra-free" for shampoo and "20 per cent extra-free" for hairspray.

Beecham Toiletries are offering Bristows Deep Shine shampoos packed in special 167ml bottles, at the in-store price of the 125ml size. And Bristows Hold and Shine hairsprays are available in special 210ml and 120ml aerosols at the normal prices of the 175ml and 100ml sizes.

"Our records show that 'added-value' has proved an exceptionally effective sales-booster for Bristows," says Ian McPherson, Beecham Toiletries marketing manager. *Beecham Proprietries — Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*



## Chewing relief

Roussel have launched Altacite plus in capsule form. Altacaps (50, £2.75 trade) contain a suspension of hydroxylate 500mg and activated dimethicone 125mg.

The liquid is encapsulated in a chewable lime and lemon flavoured gelatin. When the capsule is chewed the liquid antacid is released and the gelatin coating can either be swallowed or thrown away.

The capsules provide liquid antacid in a convenient form, say Roussel. They have an advantage over antacid tablets which tend to be dry often requiring a draught of water to wash them down with, say *Roussel Laboratories Ltd, Broadwater Park, North Orbital Road, Uxbridge, Middlesex*.

## Computer for heart rate

The Command Micro Sports Lab computer is designed for anyone taking part in exercise, from the professional athlete to casual joggers.

Electrodes attached to the chest monitor heart rate per minute by means of a battery-operated computer which may be hand held or fastened by a belt round the waist. High and low alarms enable users to set their high and low target heart rates so that they are exercising within safe but effective limits. A fitness factor test measures how the heart rate recovers after exercise, to indicate how fitness is improving. There is also a cardiac assessment test and biofeedback device.

The computer (£46) will be available from mid-January and will be sold through pharmacies, sports shops and catalogues. Consumer advertising is planned but not finalised. *Command Electronics Marketing, suite 11, 23 Hyde Park Square, London W22NN.*

■ Mackenzie decongestant tablets are now sold simply as "decongestant tablets," say *Cox Pharmaceuticals, Whiddon Valley, Barnstaple, North Devon EX32 8NS.*

■ From the New Year all products manufactured by Wassen International will be distributed by *De Witt International Ltd, Seymour Road, London E10 7LX.*

# Unsupervised sales and dispensing reprimand

An Essex pharmacist was reprimanded by the Pharmaceutical Society's Statutory Committee recently for allowing unsupervised dispensing and sales of medicines to take place in her pharmacy.

The Committee was told that Mrs Smita Patel of Leigh-on-Sea, and her company, Amdip Ltd, pleaded guilty at Southend Magistrates' Court last December to six offences of unlawful sales or supplies of Pharmacy Only medicines in the absence of a pharmacist. The court took 133 similar offences into consideration and Mrs Patel and the company were each fined a total of £450.

Mr Josselyn Hill, for the Society, said the prosecution followed a visit to the shop last March by two Society inspectors. Two medicines were sold to one of the inspectors and a further 137 items were found to have been dispensed on prescription during the same morning, all in breach of the supervision rules.

Mrs Patel and her husband, who is also a pharmacist, were on holiday at the time. They had made arrangements for locums to staff the shop, but on this occasion the system did not work, said Mr Hill.

Mrs Patel's husband, Mr Vijaykumar Patel, a director of Amdip Ltd, said arrangements were made for locums to cover their three weeks holiday in Sri Lanka but on the day the inspectors called the duty pharmacist failed to turn up.

Mr Patel said his brother held the keys to the shop during this period, and allowed the locums in and out each day. His brother and the rest of the staff had been

given clear instructions not to sell Pharmacy Only medicines, or dispense, if a pharmacist was not present.

Mrs Patel, who was prosecuted as superintendent pharmacist of the company, told the Committee that she had since resigned the post and had been replaced by her husband.

The chairman, Sir Carl Aarvold, said the conviction showed that Mrs Patel had failed badly in her responsibilities and had not taken reasonable care to ensure that the law was complied with.

However, the Committee felt that a reprimand for both her and the company would be adequate.

## Reluctantly no action taken

A pharmacist who had been struck off the Register used the family shop in Esher to set up a video film business, and was later gaoled over his involvement with pirate films, the Statutory Committee heard.

Mr Salim Rajabali, of Teddington, was criticised by the Committee for allowing his older brother, Amin to retain control of the family business after being struck off in 1981.

However, the Committee decided to take no action against Mr Salim Rajabali. He said that after his brother's striking off he took over as superintendent pharmacist of Agrapo Ltd. Amin continued as managing director and opened a video centre at Esher Central Pharmacy.

Solicitor Mr Josselyn Hill told the Committee that the video centre was raided by film copyright investigators in 1982. After breaking through a hidden door, crawling along a narrow corridor and knocking down a false wall, they found more than 400 pirated films.

Amin was committed to prison for ignoring a High Court instruction to hand over the tapes but later released on payment of a substantial financial penalty.

In January of this year Amin and the company were convicted of offences under the Trades Description Act involving pirated cassettes.

Mr Salim Rajabali said the video centre and the pharmacy were run as separate businesses. He had no knowledge of his brother's activities as he worked mainly at the company's other shop at High Street, Teddington, and engaged a manager to run the Esher pharmacy.

He said his brother was asked to resign as managing director after the raid, but refused. He added that the Esher pharmacy was no longer owned by Agrapo Ltd and this was confirmed by Mr Gordon Appelbe, head of the Society's law department.

The chairman, Sir Carl Aarvold, said the fact that Mr Salim knew nothing or very little about the conduct of his brother reflected badly on his ability to fulfil the responsibilities of superintendent pharmacist. His actions as superintendent were, in the view of the Committee, pathetic almost to the extent of negligence.

As the premises had now been sold the Committee decided, with reluctance, to direct that no action be taken against the company and while expressing dissatisfaction with Mr Salim's conduct, in all the circumstances the Committee had also decided to take no action against him.

*More Statutory Committee on p1030*

## WHEN KIDDIES SCREAM - THE CRY IS FOR HELP!

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Further details available on request

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A British owned company Medised is a registered trademark

## 'Fooled' into supplying CDs on forged scripts

**A young pharmacist was recently admonished by the Statutory Committee after admitting he was completely fooled by an addict into supplying Controlled Drugs on forged prescriptions while employed as the manager of a Putney Hill pharmacy.**

Mr David Williams of Wembley, told the Committee that the prescriptions were good forgeries, and backed up by telephone calls from bogus doctors.

The chairman, Sir Carl Aarvold, said the Committee accepted that Mr Williams was now a much wiser young man, and would no doubt live down this particular incident and take proper care in future. He directed that Mr Williams be admonished.

Mr Josselyn Hill, for the Society, said Mr Williams was convicted at Croydon Crown Court in February after pleading guilty to three offences of unlawful supplies of Controlled Drugs and two offences of failing to record the supplies in the Controlled Drugs register at the Putney Hill branch of Kingswood Chemists. The court also took into consideration eight other offences of unlawful supplies of the same drugs, and he was fined a total of £200.

Mr Hill said Mr Williams was appointed pharmacist manager immediately after qualifying in 1982. The shop catered for a considerable number of addicts. In January 1983, he asked a drug squad sergeant to call and advise him on how to deal with addicts, and on the

dangers of prescriptions.

Six months later, the same officer paid a routine visit to the shop, and immediately discovered five forged private prescriptions, which had been dispensed. All but one of the prescriptions concerned an addict named Martin Connors, said Mr Hill.

Former Detective Sergeant Royston Evans, who retired from the Metropolitan Police in April, told the Committee that the pharmacy had an above-average number of registered addicts collecting their drugs on a daily basis.

Mr Connors was arrested with the assistance of Mr Williams by local police in the Summer of 1983.

He added that Mr Williams was not the only chemist at the shop to be charged with dispensing forged prescriptions. Two locums appeared with him at the Crown Court, but their cases were not proceeded with.

Mr Williams told the Committee that he dealt with about 15 registered addicts at the pharmacy, and did not suspect Mr Connors for about two or three months after he first came into the shop. The addict told him that he was receiving drugs from various London doctors, but could not afford to pay West End prices. Before a prescription was handed in by Mr Connors Mr Williams received a telephone call from a person purporting to be a doctor, confirming that the prescription was genuine.

He told the Committee: "With hindsight, I realise now that I was totally conned and I have no excuse."

The feature mentioned the restricted title "Pharmacy" several times and implied an association between the new shop, the nearby health centre and doctors working there.

The following month a full page advertisement appeared in the *Reporter and Advertiser* mentioning the word "Pharmacy" three times.

The Committee also considered a complaint against Miss Shirley Alford of Hulme, Manchester, alleging misconduct by her in relation to the Langworthy shop advertising.

She said she was appointed by Mr Blake as superintendent pharmacist of Grangorn Ltd, which owned the pharmacy, last December. Her employment was terminated in July. At no time was she consulted about the advertisements.

The Committee dealt with a complaint from the Council of the Pharmaceutical Society that, as superintendent pharmacist, Mr Blake was responsible for the conviction for unlawful sales and supplies. Mr Blake said he had to leave the Lower Broughton Pharmacy during the morning of August 6 last year to make deliveries. Although his staff had been instructed not to sell or dispense medicines in his absence, they chose to do so when two inspectors of the Society made a check visit.

He added that his wife had dealt with the newspaper advertising, but he accepted responsibility for the mistake.

The chairman, Sir Carl Aarvold said the Committee would reserve its decision until its next meeting in December.



Merck, Sharp & Dohme's manufacturing plant at Cramlington, Northumberland, has won this year's British Safety Council's Sword of Honour award. Pictured is works manager Brian Lumsden receiving the sword from Lord Fitt at a presentation ceremony held at Goldsmith's Hall in London on November 2.

## Delayed decision on ads and sales

**The owner of two Salford pharmacies recently admitted to the Statutory Committee that he was responsible for improper newspaper advertising and permitting unlawful sales and supplies of medicines.**

Mr Stuart Blake of Whitefield, Manchester told the Committee that he now realised that advertisements which appeared in the *Jewish Telegraph* and the *Salford Reporter and Advertiser* earlier this year were in breach of the guidelines laid down by the Society.

The Statutory Committee was also told

that Mr Blake's company, G. Spencer Ltd, Lower Broughton was convicted at Salford Magistrates Court in March of offences of selling and supplying medicines without the supervision of a qualified pharmacist.

The company was fined a total of £1,100 — later reduced to £900 on appeal.

Mr Josselyn Hill, for the Society, said that although Mr Blake had been warned about advertising in 1980 by the law department of the Society, a feature appeared in the *Jewish Telegraph* in January about the opening of a new branch at the Langworthy Healthy Centre.

The guidelines recommended that any such announcement should be "discreet" and limited to two columns by three inches. But this advertising feature covered one complete page and one entire column of another page, said Mr Hill.

# The door marked 'Macrae'

Situated diagonally across the road, almost opposite the Society's establishment, it was not a laboratory, a student's hostel, a cafe — not even a pub. It was, in fact, Mr Macrae's boarding house, patronised over the years by successive waves of aspiring pharmacists from Sunderland Tech while making their pilgrimage — in some cases repeatedly — to York place to take their intermediate and final qualifying exams.

For the benefit of younger pharmacists, let me explain that in those long-gone pre-1964 days, our Society itself examined students for entry into the profession: one actually sat the Pharmaceutical Chemist examination. Exemption was granted only to students graduating with a pharmacy degree from a university, or to the minority of students from technical colleges who had gained an external Bachelor of Pharmacy degree from London University. For students at these forerunners of the "polys", the luxury of internal degree examinations, set and assessed, in part at least, by one's own lecturers, and taken in familiar surroundings, was yet unknown.

Theory papers for the PhC exam were taken in one's own College, but for the practical exams attendance at either the Society's Scottish HQ or an English centre (was it Brighton or Bloomsbury Square?) was the order of the day. For Sunderland students, a mere hundred miles from Edinburgh, a trip north across the border was preferable to the much longer and more expensive trek down south. For the week or so of practical exams at York Place, the odd one or two did stay in four star hotels, a few in the YWCA or with relatives or friends. But for most of us, when required to attend, the recommended place was the very cheap and very convenient Macrae's.

Which is how we found ourselves, the day after Boxing Day 1954 (just imagine asking students, or staff for that matter, to take exams in the Christmas to New Year week these days), walking from Edinburgh's Waverley Station to York Place. In the cold damp murk of that Winter's afternoon we glanced at the place where we were to be examined, crossed the road, found the number we were looking for, climbed two flights of stone stairs, and rang the bell on the door marked "Macrae". It opened to give me my first glance of the establishment and the man about whom I had heard so much. He was small and elderly, and, apparently, ran the place single-handed, since no one else was ever seen about. Moving quietly, he ushered us into the old-fashioned but clean and bright hall, his slippers feet propelling him in a half-shuffle, half-glide, supporting the tales I had been told of his ability to pop up unheard and unannounced, almost anywhere in the house.

As a new boy I identified myself, but my two companions, having made several

**Reading the recent C&D article "A peek inside the PSGB Scottish Department's House", Theo Tynne was disappointed to find that another York Place building, held dear in the memories of generations of pharmacy students from Sunderland Technical College, had been totally overlooked.**

previous exam sorties, were greeted with apparent recognition, as he took us upstairs to our rooms. I had booked the only single bedroom in the house, the rest being doubles. I never agreed with the widely-held student belief that no revision was needed, or was possible, for practical exams. I had the habit of reading my experimental notes for the next day's exam late into the night, which never went down well if one was sharing a room. The other, even more important reason was the firmly held belief, or superstition, at Sunderland Tech that whoever had the single room at Macrae's passed his exams — why miss out on a chance like this?

I unpacked my case immediately, since it was said, among the girls at any rate, that if it was left around one was liable to find it done for you! While doing so, I studied the framed print on the wall alongside the bed, showing diaphanously-clad maidens cavorting in a



pastoral scene, but sufficiently chaste and Victorian not to keep me awake.

Our days were spent across the road, after breakfast at Macrae's which included the inevitable porridge — but which, in deference to our Sassenach ways, one was allowed to do without. I seem to recollect having my evening meals out. The first of the evenings we had sat in the large living room chatting. Subsequent ones seemed to degenerate, for my colleagues at least, into drinking sessions outside, followed on their return by noisy horseplay outside the girls' doors, as I persevered manfully with the revising of my notes.

The evening before my last exam I finally succumbed and went out with two guys from Glasgow Tech, who initiated me into the drinking of a whisky chaser before each glass of beer, with the unvarying toast "The first today". This we followed by a visit to the Fountainbridge Palais, full of girls who seemed determined, disappointingly, to jive with each other — a far cry from the Saturday night hops at Sunderland Tech.

At breakfast the next morning, one of our boys, looking very washed-out and hangdogish, but trying to bluff his way through, was hardly in our landlord's good books, since his over-indulgence the previous evening had resulted in his being very sick all over the bedroom. Old Macrae gave him a baleful look, and shook his head. "You won't pass, Jack," he told him bluntly. "Now you," he said, turning to me, "You'll pass. You won't have to come back. I know — I can tell." He motioned to Jack. "But he'll be back, again and again, you'll see."

I went across to my last exam that day inwardly cheered, and fervently hoping that the old boy's guesses or Celtic second-sight would come true, in my case at least. Late that afternoon, exams finished, we rushed off to Waverley Station, determined to be on the south side of Hadrian's Wall well before Hogmanay. Old Macrae proved right on both counts, and I received my precious certificate early in January 1955.

Passing through Edinburgh in 1962, I stopped in York Place and went up those stone steps again. This time the door was answered by a young woman, who told me the house was full, because of the Edinburgh Festival. When I told her I had stayed there previously while doing exams, and asked about Mr Macrae, she said she knew who I meant, but that he was not here anymore — closing the door before I could find out whether she was implying he had departed this world, or merely York Place.

Back down on the street, before driving off, I glanced across at the Society's House, far less formidable-looking now that I had every right to enter it. And then I looked up at what I imagined to be the window of the bedroom I had had — the single room which seemed to guarantee a pass.

# The drug market as nature intended

"Natural" remedies are enjoying a tremendous upsurge in the German drug market.

It seems to be due to the public's distrust of "synthetic" drugs, reflected in the widely-held view that chemistry is intrinsically bad — nature always good!

This trend, which shows the all-pervading influence of the "Greens," has come at a time when the actual content of pharmacognosy in the educational syllabus has fallen and has posed a

dilemma for many of the newer members of the pharmaceutical profession.

An eminent professor of pharmacology recently said in an interview that phytotherapy may indeed have a place in the treatment of mild, psychosomatic disorders not requiring specific therapy, due to its generally favourable risk-benefit ratio. But he warned of the dangers of uncontrolled use of such preparations in more severe, undiagnosed illnesses and of the further disillusionment of the public if their attempts at self-medication fail.

shops was a bitter pill for pharmacists to swallow. Indeed, their president made an unscheduled return to the rostrum to refute figures and statements given by a leading member of the ruling coalition (ironically also a pharmacist) showing that sales of OTC products outside pharmacies had not markedly increased.

The president declared that the profession would continue its campaign to restrict all medicines to pharmacies and was not reassured by statements that the classification of OTC products was under constant review. Neither were pharmacists satisfied with the announced restriction of distribution of free samples to doctors, nor the government's proposed changes in pharmaceutical education.

During the rest of the conference, pharmacists heard a lecture from a leading academic on the benefits and risks of drugs, listened to presentations on computers in pharmacy, and participated in three working parties on the role of the pharmacist in drug information, the future of the pharmaceutical profession and the effects on the profession of regulation of

the drug market.

Pharmacists declared themselves against both "negative and positive lists" which aim to reduce drug costs by banning or recommending prescription items, as they consider the former has not brought the desired savings on the nation's drugs bill and has inhibited innovation, while the latter would suppress competition and not achieve cost reductions.

Pharmacists were also worried by a recent court judgement which could signal the end of fixed prices for drugs.

A resolution in favour of banning advertising of analgesics, appetite suppressants and laxatives to the general public was passed, but one calling for a planned distribution of pharmacies was defeated.



## Conference not amused

"Pharmacists Conference starts with a row!" said some banner headlines in the lay press after the opening day of Apothekertag 1984, held this year in Munich.

Despite a degree of exaggeration in such a statement, there is no doubt that the politicians present, who included the Federal Minister of Health, felt the anger and dismay expressed by the 2,000 pharmacists at the rejection by the coalition government of changes to the Medicines Act proposed by the profession.

Inevitably the refusal, announced on the eve of conference, to accept the advice of pharmacists, doctors, health insurance companies and the advisory committee on health, to extend the ban on self-service of drugs operating in pharmacies, to supermarkets, drugstores and health food



## Screen addiction

Germany's second television channel, ZDF, has just devoted a week to the problems of addiction.

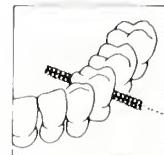
The items ranged from help for elderly alcoholics and interviews with parents of drug addicts, to warnings to children of the dangers of smoking and drinking by some of the country's Olympic athletes, in a sports programme for younger viewers.

Food addicts were not forgotten and films and documentaries complemented the series, which ended with a phone-in on alcohol, drug and narcotic addiction and a test for viewers to see whether they themselves were at risk.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmazeutische Zeitung*.

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## Can you count on your accountant?

In October this year accountants followed pharmacists in loosening the restrictions governing adverts in the profession. How can the small businessman sort through the adverts and make a sensible choice? Alfred Cooke, a professional management consultant, has some suggestions.

Unlike retail pharmacists, accountants have not all studied a fairly standard syllabus, nor passed a broadly comparable examination at degree level. There are a dozen accountancy bodies bestowing designatory letters, often confusingly similar, many being of much less worth than others — in their standards of general education, technical study, and requirement of minimum practice experience, supervision and, importantly, code of ethics.

The work of accountants also covers a much wider spectrum than that of a pharmacist, ranging from management (often general management, not specifically financial) in large or complex commercial or industrial concerns, to bookkeeping or humble clerical duties.

Unlike "pharmacist" there is no legal protection in the term "accountant". It implies simply a willingness to work with figures.

An accountant need not be qualified at all, need not belong to any professional body (with the controls implied) nor need he — these days it may be she — have passed even the CSE arithmetic test.

Choosing an accountant therefore needs special care, not only because he is most pharmacists' only outside source of regular management advice but because abilities are not easily assessed until after, usually, a year or more. Readers may be unaware whether their present accountant is as good as could be obtained, and whether fees and service are reasonable.

How your accountant came to your attention may be some guide to his professional standing. To check on your present or any potential accountant, here are some guidelines.

To which professional body does he belong? His letterheading or visiting card may claim he is chartered, though there are several chartered bodies, not necessarily appropriate to pharmacists wanting business and personal financial advice, tax negotiation, annual accounts preparation and perhaps company audit.

No-one can call himself, legally, chartered unless a member of a chartered body; similarly with 'certified', which refers

to the Association of Certified Accountants (members use letters ACCA and FCCA), usually considered of equal standing to the Institute of Chartered Accountants — the most suitable body for retail pharmacists. This Institute is split into three bodies: for England and Wales; for Scotland; and for all Ireland, with designatory letters ACA and FCA, except that the Scottish body bestows 'CA' for both grades.

If you prefer not to ask your accountant his body directly, enquire at your public reference library to look in "British Qualifications", an annual book listing the meaning of letters after people's names and outlining the exam structure to gain each.

From the yearbook or list of members of his body, check the year he qualified. Qualifying standards have stiffened over the years, both for full membership and subsequent elevation to Fellowship.

To qualify today, an Associate of the Institute of Chartered Accountants will have gained a degree in finance, business or similar relevant subjects followed by at least three years' practical experience under the close supervision of a chartered accountant on a balanced range of relevant work and then have passed the final examination of the Institute. Alternatively, at least two appropriate GCE Advanced levels may replace the degree if there is a fourth year of supervised training, plus passing the Institute's final exam.

Many chartered or certified accountants spend most of their time dealing with accounts (and often the paperwork leading up to them), annual audit and personal financial affairs of smaller businesspeople and almost all handle the annual tax return and negotiation, often with associated financial advice such as pensions of individuals. They do not specialise by trade or profession but are likely to have ample technical knowledge and experience for readers' needs after qualifying, particularly as there is time to look up any doubtful points in their current literature. Many matters change in detail with each Budget and other legislation: few know every relevant figure off-the-cuff, nor is this essential.

Failing this you can obtain a list of

members in your area by writing to the secretary of your chosen professional body, who cannot recommend one member in preference to another, though may refine his list to those likely to be accustomed to your particular requirements if you say, briefly, what these are: eg audit and full accounting for one-shop retail pharmacy and associated personal financial advice.

In all but one-person practices, one partner usually specialises in bringing in the business. Check your interview is with the accountant who will be dealing with your affairs in detail, even if he or she is not the usual one giving preliminary interviews.

Nevertheless, ask any potential accountant to state his hourly rate, distinguishing between the time of partners, qualified accountants and unqualified assistants, his confirming non-partner time includes the cost of partner supervision.

The smaller the accountancy firm, the more valuable a client you are likely to be. A one-accountant firm may mean personal attention or that the accountant is rushed off his feet in expanding the practice.

A large practice gives speedy access to internal specialised knowledge but risks most work being done by a junior. Check also whether the accountancy firm is likely to expand significantly: if so, work may be reallocated to another accountant.

Questions by the accountant being interviewed reveal how accustomed or otherwise he is in your kind and size of business, through such clues as references to "over the counter lines".

Offering a sprat to catch a mackerel, he may also give useful off-the-cuff suggestions of likely areas of savings in your costs on tax. If relevant for your needs, ask also his experience in non-financial advice such as in stock control methods.

A couple of letters from him on working matters can also be instructive, revealing whether you consider him pedantic, slapdash, rambling, unclear of expression or a user of technical jargon.

Complete confidentiality of your affairs can be expected of any professional accountant, although right to silence through professional relationship cannot normally be pleaded should he have to answer questions in court. If in visiting his office other clients' affairs were disclosed, for example through carelessness or junior staff talking amongst themselves.

Rate your present accountant in this way and consider whether matters might be improved by changes in your own relationship, or perhaps by switching to one of his partners.

You will not want to waste time — yours, or any prospective accountant's — by interviewing many accountants if changing, but it is reasonable to interview the most likely two, or perhaps three.



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BYE  
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**NEW FORMULA BABY WET ONES.**

Baby Wet Ones have been specially formulated by Sterling Health to help prevent nappy rash.

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Baby Wet Ones are for caring Mums who are looking for more than just a cleansing wipe. And it took a Health Care company to give it to them.

**BIGGEST EVER TELEVISION, PLUS PRESS AND  
PROMOTIONS IN DECEMBER, JANUARY AND FEBRUARY  
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Mums wh...**

**HEALTH  
LYING  
IN FRONT  
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**Health**

alth care,  
ealth to give  
hey want.



#### **SUPER SOFTIES.**

Sterling Health specially developed Super Softies to be the ultimate skin care wipe. Firstly, Super Softies had to be bigger and softer than ordinary wipes. Then they needed a gentle cleansing lotion that Sterling Health clinically tested for mildness. Lanolin was added to protect and care for delicate skins.

The result? An extra quality wipe that cleanses thoroughly and gently... and cares as it cleans. It took a Health Care company to produce a product like Super Softies.

**THE BIGGEST WIPE DESERVES BIG SUPPORT - SO THERE ARE SUPER NEW PROMOTIONS ON THE WAY!**

## Employer's rights on dismissal for theft

Some confusion exists about the right of an employer to dismiss an employee on grounds of theft before the employee has been in court and convicted. If an employer believes that an employee has been guilty of theft of the employer's property, must he wait — perhaps several months — before the case comes before a court of law?

This matter has gone right up to the Court of Appeal in a case involving two employees who were charged with the theft of their employer's property. After disciplinary hearings the employers dismissed them and faced a claim for unfair dismissal from the employees.

The Court decided that the dismissals were fair since the employers had reasonably believed the employees to be guilty and had made a reasonable investigation into the matter.

In this case the reasonable investigation

made by the employers was hampered by the fact that the employees concerned had quite legitimately been advised by their solicitor to say nothing in view of the impending criminal proceedings.

The Court recognised this but said that a reasonable employer could still legitimately dismiss in these circumstances if the material he had was strong enough and sufficiently indicative of the employees' guilt. What has to be looked at is an employer's reasonable belief at the time of dismissal.

This means that it is quite possible to dismiss fairly even if an employee is later found not guilty by a court of law.

The important point is that the employer must make as good an investigation as he can and give the employee that he suspects an opportunity to speak for himself — even though the employee may decide to remain silent.

There is also a message facsimile form which is a useful service replacing the now defunct telegram service. The message is transmitted by highspeed facsimile machine to the nearest main post office of the person or business which you wish to receive the copy. Your addressee will then be phoned to be told the copy of the document is available for collection or it can be delivered. Although you may have transmitted a colour original it will only appear at the other end in black and white.

Up-to-date charges for the service can be obtained from your post office but, broadly, to send a copy as a one-side document will cost £3 and if you wish to have delivery this can amount to £3.50-£5 depending on the area concerned.

Although this may seem a great deal compared with sending a photocopy through the post, you have the advantage of a speedy service which may be necessary in your business.

## Bank interest arrangements

From April, 1985, it should be noted that new arrangements come into force for those who have money on deposit with a bank. As far as is known at present, the interest has to be declared and you pay tax on this at your appropriate rate.

From April, 1985, the same arrangements are being made for income tax as operate with building societies. Instead of you having to make tax payments to Inland Revenue in respect of any interest you may earn, the banks will deduct tax at a composite rate and forward it to the tax collector. You will receive the interest net of this deduction.

For the first year at least, tax will be deducted at the rate being charged to building societies (this year, 27 per cent) so you will be marginally better off. This is unless you have an income so low that you are a non-taxpayer, when you will not be able to recover the tax paid under this arrangement. If you are a higher rate taxpayer a higher rate assessment will still continue to be made on you.

The arrangement applies to all clearing banks including the Trustee Savings Bank but will not, for the time being, apply to National Savings.

Thus, if you do not want tax to be deducted, you should use the National Savings Investment Account where your interest will not be subject to a tax deduction before it is credited to you. However, you require a month's notice to withdraw money and this may not be convenient for business purposes.

*Chemist & Druggist 8 December 1984*

## Capital gains and the over 60s

Whether you are a sole trader, a partner or a director in a family controlled business, you may, when reaching the age of 60, decide to dispose of your interest. This could be for retirement or other reasons.

You will then have to consider the question of capital gains tax if the value of your interest in the business has increased since you first acquired it. In so doing it is worth noting that for the over 60s there are special concessions in the form of relief from capital gains tax up to certain specified sums of money.

The relief given is £20,000 for each year your age exceeding 60 with an upper limit of £100,000 at age 65.

To qualify for the relief you must have owned the business or a share of it for at least a year. In the case of a family limited company you must have been a working

director on a full time basis for a year. This brings you into the concession but to get the maximum relief you must have had your interest in the business for at least 10 years. For every year below this period the relief is reduced by 10 per cent.

Thus, if you are 63, you have owned a business for five years and you decide to dispose of it, your relief will be calculated as follows. At the age 63 the maximum relief is £60,000 ( $3 \times £20,000$ ). As you have only had your interest for five years this will be reduced by 10 per cent for every year your interest falls short of 10 years. This is 50 per cent ( $5 \times 10$  per cent). You will therefore be entitled to a relief of £30,000.

In the case of a limited family company, you must have had at least a quarter of the voting rights in order to qualify — or as an alternative, you and your family must have had at least half the voting rights with you holding at least 5 per cent.

There are other conditions so if you are thinking of selling up, you should consult your accountant before you sell.

is a legal dispute pending or some other kind of disagreement between businesses, it may be necessary to transmit a true copy as a matter of urgency.

The Post Office have established an Intelpost service to carry out this function between major cities and towns in the UK, and the service does extend between this country and major cities abroad. You take the document or diagram, up to A4 size, to a main post office carrying the Intelpost sign.

## Transmitting documents

With businesses operating throughout the country, it is often necessary for one to send to another a facsimile of an original document. This is normally done by taking a photocopy and sending it through the post.

However, sometimes, especially if there

## Costing those company cars

Those businesses which wish to do some forward tax planning or those individuals who want to know how they stand in respect

of income tax will note the new tax charges for company cars in tax year 1985-6.

The amounts set out below are the sums which Inland Revenue deem a person to have received from the business if he or she has a company car which is used for private purposes in addition to any business use. Tax is charged on the amounts set out and depends on the type and value of the car.

### Taxable amounts for company cars

#### Cars with original market value up to £17,500

Cylinder capacity 1300cc or less	—Under 4 years old — £410 4 years old plus — £275
Cylinder capacity 1301-1800cc	—Under 4 years plus — £525 4 years old plus — £350
Cylinder capacity 1801cc and over	—Under 4 years old — £825 4 years old plus — £550

#### Cars with original market value over £17,500

Original market value £17,500-£26,500	—Under 4 years old — £1,200 4 years old plus — £800
Original market value over £26,500	—Under 4 years old — £1,900 4 years old plus — £1,270

Where the business mileage exceeds 18,000 miles per year the above amounts are reduced by 50 per cent. Where the business mileage is under 2,500 the above amounts are increased by 50 per cent.

No of days treatment  
No. times year stated

NP

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is the dose is stated

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## Double celebration for Manchester Miss

"That's me finished," groaned Bruce Scott in mock despair as Mr Leslie Calvert, chairman of the National Pharmaceutical Association, announced the winner of the 1984 Chemist Assistant of the Year Competition. It had been made quite clear to Bruce by girlfriend Elaine Horton that if she won they would be getting married!

The couple had driven down the night before from Salford, Manchester, where Elaine works at T.W. Crompton Chemist in Langworth Road. A potential winner needs to travel in style, and no doubt Elaine's employer, Mr M.E. Wood, now feels fully justified in lending them his wife's Lancia for the journey.

With marriage in mind there is no doubt where the £1,000 prize money will be going. A house is high on the priority list, but women and new clothes have a strange affinity for each other, and Elaine plans to treat herself before salting the money away in a building society.

Although youth triumphed on this occasion, experience is not to be dismissed lightly. Second placed Joan Gillatt, of J. Barrit, Chanterlands Avenue, Hull, and Gladys Nunn, of M.E. Box Chemist, Kirkdale, Sydenham, London, who came third, have over 55 years of service between them to draw on — a formidable total by any standards.

It was Joan's second attempt at the competition. And she had something to live up to as somebody from her shop has been in the final every year the competition has been held except 1982. She was accompanied by her employer Miss J.M. Barrit, a lady who obviously believes in hedging her bets — all six of

Chemists assistants from all over the country converged on London last Thursday for the 1984 Chemist Assistant of the Year Competition. Twelve talented ladies had made it through to the final, but only one was to take away the £1,000 top prize.

her assistants entered the competition! Joan's husband was made redundant at Easter and her winnings will go to support his newly set up building firm. But, surprise, she's going to get some Winter clothes first!

The Sheraton Skyline has become the regular venue for the competition. It was obviously familiar ground to a number of contestants, although one was heard to remark that the tropical foliage in the centre quadrangle had grown a bit since she was last there. This year's competition, sponsored by Vichy and May & Baker, has also seen a change of format, with the elimination of regional heats. Contestants come straight through to the final on the strength of their written answers to a range of searching questions on the entry form.

The contestants started to arrive almost before Melanie Tunnacliffe, C&D's long suffering secretary, had had time to set up the registration desk. Catherine Clark (H.C. Liddle Pharmacy, Ayr Road, Prestwick) who flew down from Scotland, had an early run in with one of the judges.

She was accosted by a strange man at Heathrow Airport who turned out to be Leslie Calvert. He had spotted the logo of a well known wholesaler on her carrier bag. Ellen Reeves (P. Baggaley, Alcester Road, Moseley, Birmingham) reached Heathrow on the Underground at 9.35, couldn't find the courtesy bus and was in a fit of panic thinking she would be late.

In the event everyone was present in ample time for C&D's advertising manager Peter Nicholls to brief contestants, their guests and the sponsors on the day's events and to introduce the judges. The panel consisted of John Skelton, Editor of C&D, Leslie Calvert, NPA chairman, Roy Foster, Numark shop development manager, and Diane Miles, head pharmacist at Vichy.

### Judgment day

The finalists faced the judges in two separate twelve-minute sessions, one to test merchandising ability, and the other shop procedure, customer relations and product knowledge. The competition proper kicked off promptly at 10.45, and was kept to schedule with almost military precision by C&D publisher Ron Salmon (perhaps drawing on distant experiences as sergeant in the Royal Army Medical Corps). The only people who were allowed to overrun their allotted time were the judges, who faced an unusually difficult task in deciding the winners.

Each contestant was asked a varied selection of questions from a stable of 24 in the interview section. "Product knowledge was on the whole very good," said John Skelton after the event, "particularly on skin care. Contestants were also quite hot on the aspect of pharmacist supervision of Pharmacy medicine sales. The majority involved the pharmacist sensibly after having used their own initiative."

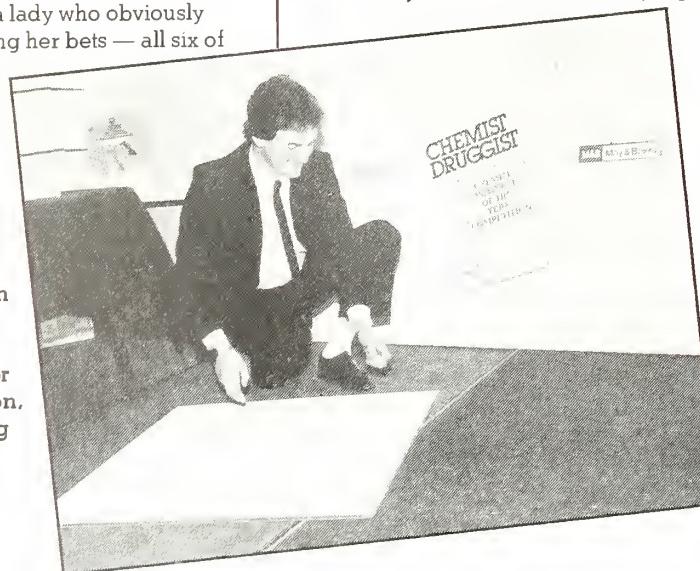
"All displayed without exception a pleasing personal manner and presented themselves well."

Lunch provided a welcome break midway through the event, with the chance to chat and swap experiences. Penny Durrant (E. Moss Ltd, High Street, Cranleigh) recalled one of her early blunders. The first time a customer asked for Fiery Jack she went into the dispensary and fetched out the pharmacist — he was not amused.

And then there was the story about the lady who came in for a pregnancy test with her urine sample in a plastic carrier bag (quite literally). The assistant, assuming it to contain the normal specimen bottle, put it down on the dispensary bench and . . .

And how about the pharmacist who tried to hang a customer's dog. He had just had an electronically operated door fitted to his garage next to the shop, and took a

Mark Hazel, from shopfitters K.H. Woodford & Co., sets up shop prior to the competition, with the shelving required for the merchandising session





The top twelve finalists in the 1984 Chemist Assistant of the Year Competition



The four judges (left to right): John Skelton, C&D editor, Diane Miles, head pharmacist Vichy, Leslie Calvert, NPA chairman, and Roy Foster, Numark shop development manager



Catherine Clark, from Prestwick in Scotland, tackles the merchandising test. Inset left: Master of ceremonies Peter Nicholls briefs the contestants. Inset right: Joan Gillatt, from Hull registers with C&D assistant editor Patrick Grice, watched by employer Miss J. Barrit

friend to demonstrate how it worked. What he didn't realise was that a customer had tied her dog to the handle outside before going into the shop. When the pharmacist operated the door from the inside it opened to reveal the animal struggling in mid-air.

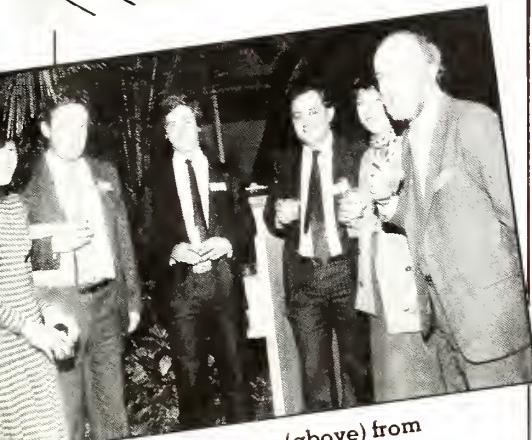
One thing all contestants could not be faulted on was their ability to communicate. But experience and previous employment varied widely. Vanessa Honeybourne (D.M. Apps Pharmacy, Weymouth) used to be in catering as an assistant bursar of a student residence until the college closed down and she was made redundant. Pharmacy work was just going to be a stop gap.

### Retailing roots

Maureen Bradley (Plumbs Pharmacy, High Street, Bishops Waltham) used to be an animal nurse, but the pay did not match that of a chemist assistant. Gay Arrowsmith (Rogers Pharmacy, Osbourne Road, Southsea) nearly became a professional singer. Penny Durrant found herself looking for work after returning to the UK after eight years in South Africa. Money was needed for her children's education. And Elaine Horton confessed to working for the Inland Revenue for a year or so before seeing the light. Gladys Nunn and Catherine Clark both did two years training to be a nurse, but neither took the final exams for personal reasons.

The climax of the day came as Mr Calvert announced the names of the winners in reverse order. He thanked the contestants for entering, including those eliminated in the earlier round.

Mr George Gordon, managing director of Vichy, said that while not everyone could be a winner he hoped



Representatives (above) from sponsors Vichy and May & Baker relax with C&D editor John Skelton (right), while (below) Diane West from Southsea, faces the music during her interview session



everyone had benefited from the competition. Mr Simon Fitall, May & Baker OTC products manager, praised the organisation of the event and said both sponsors would like to be even more involved next time.

#### **Everyone a winner**

No one was allowed to leave empty handed, winner or not. Each contestant was presented with a travel bag full of Vichy products, and from May & Baker everyone received a small momento of the day in the shape of a piece of Wedgwood pottery. A bouquet was presented to NPA training development officer, Ailsa Benson, for the hard work she put into preparing and marking the written section.

But Peter Nicholls had one last surprise before the contestants were allowed to disperse. Someone had lost a ring. It was some seconds before Catherine Clark realised it was hers, twisted off her little finger during her last interview. A sure sign that someone at least had been feeling the pressure under a calm exterior!

# **Twelve finalists in finishing straight**

**Getting to know each other is part of the fun of any contest. C&D assistant editor Patrick Grice and editorial assistant Penny Farmer spoke to each finalist after they had faced the judges. And it was surprising to discover just what a wide range of age experience and interests the contestants had between them.**

The girls were soon chattering as though they had known each other for years rather than a few minutes. A sign of nerves perhaps, over the ordeal ahead? If so it was the only one apparent because everyone looked very relaxed.

A number of the contestants were old hands, having entered previous Assistant of the Year competitions, but for **Helen Richards** (Edwards Chemist, High Street, Crediton) it was a new experience. Helen wasn't superstitious, she said, "but we did see a couple of magpies by the road on the drive up, and a bird did 'nasties' on my

overall after my Mum had washed it, and I've drawn number six for the judging which is my father's lucky number."

Helen was the youngest contestant at only 19 years of age, and had been an assistant for two-and-a-half years, starting work only two weeks after leaving school. She was being "minded" at the Sheraton by her father, and they planned to go to see her sister who works as a nanny in London, when the competition was over.

After Helen had picked up her entry form, the first one of her bosses knew of her decision to compete was when he answered the phone call which told her she was through to the final.

**Vanessa Honeybourne** (D.M. Apps Pharmacy, Dorchester Road, Weymouth) won through to the final after only a year's experience. She had previously been an assistant bursar at a student's residence until it closed down and she was made redundant.

"The shop job was just a stop-gap to start with, but I am finding I enjoy it and do not want to move on." Vanessa also confessed to putting on "an awful lot of weight" while working in the catering trade. "I have been on a diet for about a year now," she said.



Having faced the judges, a more relaxed session with C&D's Patrick Grice and Penny Farmer followed. Maureen Bradley and (inset) Gladys Nunn review their performance



CHEMIST ASSISTANT OF THE YEAR – FINALIST.



CHEMIST ASSISTANT OF THE YEAR – WINNER.

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CHEMIST ASSISTANT OF THE YEAR COMPETITION.

**M&B** May & Baker

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Having written her car off earlier in the year any winnings would prove useful in helping buy a replacement. But Vanessa is also hoping to buy a house and will shortly be getting engaged, so even the top prize could have been stretched.

She was grateful for the moral support provided by her employer, Miss Apps, who accompanied her to the competition. She was not looking forward to the practical session, a trait shared with most of the other contestants.



Roy Foster (left) and Leslie Calvert swap notes after putting contestants through the merchandising test

**Gladys Nunn** (M.E. Box Chemist, Kirkdale, Sydenham, London) brought a wealth of experience to the competition with her, and it showed when she romped home in third place to win £250. "My kids will spend the money for me," she said, referring to her two teenage children.

Gladys has some 27 years of shop work to look back on, but the years have not dampened her enthusiasm. She's been up to St Albans on training courses four or five times and has "just started" on homoeopathy and health foods.

There are seven other pharmacies on the High Street in Sydenham, so competition is fierce. "We are the busiest — we train our staff to know their products," she said proudly. She found the interview questions "the kind of things you get asked all day long, but it's different in front of a panel."

Gladys was "on trial" for six years in her first job, until the business was sold. There followed a two-year period doing dental nurse work in Harley Street during the evenings, and further time out to raise a family. Gladys has been in her present job for eight years.

The competition made dreams a reality for Mancunian **Elaine Horton** (T.W. Crompton Chemist, Langworth Road, Salford). The day turned into a double celebration, for Elaine not only scooped the title of Assistant of the Year 1984, but she had also told boyfriend Bruce Scott that if she won they would be getting married.

The £1,000 first prize will help make



The Chemist Assistant of the Year  
**Elaine Horton**, from Salford,  
Manchester, with her £1,000 prize, being  
congratulated by Leslie Calvert. Inset,  
Elaine in action during the  
merchandising test, and right, with  
boyfriend Bruce Scott, waiting for the  
judges to make their decision



Vichy, whose products are sold only through pharmacies, have been proud to sponsor the fifth "CHEMIST ASSISTANT OF THE YEAR" Competition



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that possible. Elaine's employer, Mr M.E. Wood, also has reason to be pleased. He gave her full encouragement and he collects £250 as her sponsor.

But all this was in the future when Elaine spoke to C&D. She admitted to being more nervous than she thought she would be. "The questions were the worst."

Elaine started life as a dispensing technician trainee, but found it was not to her liking and spent a year working for the Inland Revenue. That didn't suit either and it was back to the High Street. However a day release course leading to a diploma in retail management gave Elaine the edge.

Since her employer takes an active part in pharmacy politics she often finds herself "managing the locum", as well as dealing with reps, fixing the days off and making up the wages for the shop staff. No wonder she confesses to being a bit of a keep fit fanatic with all that on her plate. C&D wishes her all the best.

"A good old-fashioned family concern" is how Diane West (John Megson Chemist, Hanger Lane, Ealing) described the pharmacy in Ealing where she has worked full-time for just over one year.

Nobody left the competition empty handed. May & Baker presented each finalist with a piece of Wedgwood as a momento. Catherine Clark receives hers from Simon Fitall, OTC products manager

"Most of the customers are regulars, although we do get some passing-through trade as we are the last chemist before Heathrow." Working so close to the Sheraton Skyline Hotel meant that Diana was one contestant who didn't have to get up at the crack of dawn last Thursday.

Dianne decided to go into pharmacy after realising that she wasn't "physically cut-out" to fulfil her life-long ambition to be a dancer. Unlike many of the other contestants, she had had no thoughts on what she would do with the money — "that

way I won't be too disappointed if I don't win," she said.

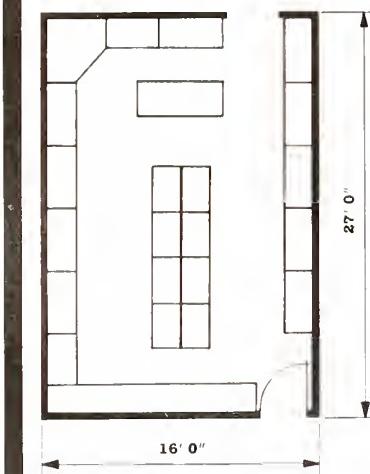
The competition's claim that it attracts chemist assistants from the length and breadth of the country was reinforced by Catherine Clark (H.C. Liddle Pharmacy, Ayr Road, Prestwick), who travelled down from Prestwick in Ayrshire to be at the Final.

This was the first time she had been to London but there was no opportunity to stop over for a few days and to do some sightseeing as "Friday is always busy in the



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And from Vichy everyone was presented with a bag full of skin care products. Managing director George Gordon and Gay Arrowsmith share a joke

pharmacy," and duty calls.

Catherine sees her job as a "bit of Jack of all trades" with her day's activities ranging from "brushing the floor to window dressing."

This was the second time that she had entered the competition: in 1982 she came third in a regional final.

**Ruth Parnell** (C.H. Ashton Pharmacy, New Chester Road, Merseyside) became a chemist assistant almost by accident. "I originally applied for a job in an opticians but when I went for the interview they said

the job had already gone. However, they told me about a vacancy in the chemist shop next door. To my surprise I was given the job and have been in pharmacy for 20 years," she explained.

To get to the Final on time Ruth and her husband had had to get up at 4.30am to drive from the Wirral in Merseyside. This was the second time that she has entered the competition having come second in the 1982 regional final. But the long journey had not, she said, put her off from entering again.

*Chemist & Druggist* would like to say big "thank you" to all those who have contributed to the success of this year's Assistant of the Year Competition. In particular we are grateful to the two major sponsors — May & Baker and Vichy UK — but to those names we must add many people who have worked hard behind the scenes, including Ailsa Benson (NPA) who worked on the questions and entry form marking, Roy Foster (Numark) who set up the merchandising tests, Keith Woodford and his colleagues who provided the display units, and — of course — the judges.

It was second time lucky for runner-up **Joan Gillatt** (J. Barritt Pharmacy, Chanterlands Ave, Hull) who took home the £500 prize. Joan had got through to the 1980 Grand Final but was unsuccessful in winning a prize.

No newcomer to pharmacy, having been in the business for 30 years, Joan was accompanied by her boss, Miss J. Barritt, MPS, who had encouraged her to enter. Joan joked that "since 1979 all the staff in the pharmacy have been forced to enter!"

Quite a record in itself is the 27 years which Joan has notched up working at the same pharmacy in Hull. She first started working for Miss Barritt's father who is now

# The experts' choice.



=NUMARK=

CHEMIST

Elaine Horton  
T.W. Crompton Chemist  
*Chemist Assistant of the Year*

in his eighties but who still works in the shop occasionally.

For Joan it was an exciting day in more ways than one because she flew into Heathrow from Hull. "It was all worth it" she said, although admitting she found the Final "terrifying".

The prize money couldn't have come at a better time for Joan, as her husband was made redundant at Easter so the £500 is to go towards helping him set up his own business. But Joan hopes to keep a little by for herself to buy some new clothes!

For Penelope Durrant (E. Moss Ltd, High Street, Cranleigh, Surrey) it was the practical test of merchandising skills which held the most fears — a view expressed by many of the contestants. While the oral questions on product knowledge and customer relations were, she said, "quite reasonable".

After working in a pharmacy for only 18 months it was all rather a shock to find herself in the Grand Final. "I still don't know how I managed to get through. When I was filling in my form I never imagined I would be here."

Before going into pharmacy Penelope had worked as a secretary and in a newsagents, as well as spending eight years in South Africa where her husband worked as a surveyor. But she says that she'll stick with pharmacy having completed a number of in-house training courses, because she finds the work so "interesting".

"I think it's so important to enjoy your work" said Penelope. "One of the most enjoyable aspects is meeting the customers, and if there is one thing that I have going for me it is my relationship with them."

She said that if she won the first prize of £1,000 she would buy some new clothes for her hubby and three children but would also send some of it to the Ethiopia famine appeal as "conscience money".

Another contestant who said she would send money to Ethiopia if she won was Maureen Bradley (Plumbs Pharmacy, High Street, Bishops Waltham).

The day's events were all fairly familiar to her, having entered the 1982 competition when she said "the questions seemed much harder". Her pharmacist Mr David Plumb again attended the Final to give her moral support.

Getting through to the Final once more came as a complete "shock" "I filled in my form at the last minute almost to keep Mr Plumb happy, never thinking I would be back here again," said Maureen, who has been a chemist assistant for four years after trying her hand as an animal nurse.

Most of her time in the shop is spent dispensing but she also takes charge of the



Peter Nicholls, C&D advertising manager, presented NPA training development officer Ailsa Benson with a bouquet in recognition of her behind the scenes work in preparing the entry questions

photographic section. "It's a small enough shop to do a bit of everything, but the nicest part of the job is meeting the customers. Working in a pharmacy is like having open house."

Away from the pharmacy Maureen's hobbies include amateur dramatics and she is busy rehearsing her part as Figaro the cat in a local production of Pinocchio.

Ellen Reeves (P. Baggaley Pharmacy, Alcester Road, Birmingham), voiced a sentiment common to many of the contestants after her product knowledge session. Simply that questions asked by customers in the shop create no problems but when asked by judges in unfamiliar surroundings they can cause a real headache.

For Ellen, who has been in pharmacy for seven years, being a chemist assistant "was something I've always wanted to do". But this was the first time that she had entered the competition after her boss had "put her up to it".

It was an early start to the day for Ellen and her sister Kathleen who accompanied her — as both had to get to Heathrow from Birmingham. "We didn't think we were ever going to get here after getting a bit lost on the Underground," said Ellen who nonetheless managed to arrive in good time.

Ellen, who has just bought a house, said that she would put any prize money she won into buying a washing machine.

Gay Arrowsmith (Rogers Pharmacy, Osbourne Road, Southsea) became a chemist assistant after realising that she wouldn't be able to satisfy her ambition as a professional singer, but she says she "hasn't looked back".

Gay and her husband of six months travelled to Heathrow from Portsmouth. For Gay it was a matter of second time lucky having entered the competition once before without success.

She started off as a Saturday girl while studying for her 'O' Levels at college. "I just walked into the job after the pharmacist suggested that I should go full-time". Again, it was her boss who persuaded her to send in her competition form, after she had complained it was too difficult!



Competition winner Elaine Horton flanked by second placed Joan Gillatt (right) and third placed Gladys Nunn

## Watching the averages

In a recent article, the *C&D* columnist Xrayser said that if the number of prescriptions per patient annually, written by doctors for their dispensing patients, was significantly higher than those written by doctors for prescribing patients annually, attention should be drawn to it. His idea of "significant" was a 10 per cent increase above the number of scripts per prescribing patient.

The administrator of the Dorset FPC gave one of our members the breakdown of dispensing figures for Dorset. This shows an average number of prescriptions per patient for scripts dispensed in pharmacies as eight per year — and the average number of scripts per patient where doctors dispense...as 12 per year.

The difference is startling. The only possible explanation for it is that by writing 50 per cent more scripts, the number of dispensing fees, on a sliding scale of from 68.1p to 53.6p per prescription for dispensing doctors, will bring a 50 per cent increase in income. (The dispensing fee paid to pharmacists is 47p). Dispensing doctors receive a per prescription fee *in addition* to their premises allowance, as well as 70 per cent of their staff salaries (maximum of two per principal). For them, therefore, the majority of the fee is virtually pure profit. It is hardly surprising doctors seek to increase their dispensing. The number of scripts dispensed per dispensing doctor in Dorset is 9,904. The total for Dorset, with 75 dispensing doctors, is 742,770. Since this figure has been inflated by one third over that which would conform to the expected Dorset average, it is shown that a total of some extra 250,000 extra fees, generated at say, 60p each, have been pulled out of NHS funding by this manoeuvre. A total of approximately £150,000 per annum.

It would be interesting to discover whether the same discrepancy applies to the other family practitioner committee areas where doctors dispense.

What is surprising in view of the Government's firm actions to curb NHS spending, is that they are happy to allow dispensing doctors anywhere to exceed the national average script number per patient by any margin, let alone one so grossly inflated as this, and that they continue to allow overlap payment for those doctors' overheads.

To say the payments are not paid for directly since they come from the global sum is to acknowledge a sum which is too high, since GPs on a net salary of about £15,000 per annum.

£23,000 a year seem content to accept that figure. We estimate the extra income gained from writing more scripts than normal is £4m in England.

If the fee paid to dispensing doctors were to be amended to eliminate the overlap of allowances for overheads and staff salaries, we estimate the net fee would be reduced to 10p, which would in Dorset alone produce a saving of £370,000, and about £10m for the whole country. Since the receipt of such substantial overlap payment provides an almost irresistible incentive for increasing the numbers of prescriptions dispensed, its removal would almost certainly see a gradual return to a situation where doctors doctor, and are content to leave pharmacy to pharmacists. Its removal would also eliminate the fundamental cause of the competition and bitterness which have so damaged relations between two professions which, by the very nature of their callings, must be complementary if the public is to be properly served by the NHS.

K.C. Sims,  
Press officer, Dorset LPC.

## List tilting

The "limited list" could be considered valid, with reservations, if applied solely to the average working citizen of the country (if there is such a category as average) requiring:

- (a) a few pain relievers for a pulled muscle, a tension headache or as a palliative for cold symptoms.
- (b) a linctus for an irritating cough or sore throat.
- (c) a symptomatic relief for simple indigestion, due perhaps to rushed meals or over-indulgence.

These indications are fairly effectively weeded from those necessitating a visit to the surgery — even if an appointment can be made — by the resulting charge at the present time.

However, more than half the total number of prescriptions are exempt from payment and the children and the elderly do not come into the above category. They are unable to pay for medicine "over the counter" and neither should they have to do so. They ought to visit the doctor and obtain effective medication and the medical practitioners must be the ones to decide what is necessary.

By all means encourage generic prescribing (encourage not insist upon). Cut down excessive prescribing and thereby save waste. These are what should be pressed home to the DHSS in order to reduce the drug bill.

Medication is a serious matter and the

selection of medication is the duty of the medical profession. The pharmaceutical profession is competent to carry out "counter prescribing" and will do so when it is advisable. What is essential is that we work as a team, the DHSS together with the doctors and the pharmacists who are responsible for the health service.

Health Minister Kenneth Clarke, on the programme "You and Yours", said he wanted a full and complete list of medicines available on the NHS to cover the clinical needs of patients and states that he will be consulting on that need. Hope springs eternal — I hope he does.

E. Lucas-Smith  
Twickenham.

## A second Daniel?

The aims of Mr Peter Dodd for the salvation of pharmacy via Unichem appear most laudable.

Can he assure me that, if I join, there will be, in the Mansfield area:

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None of these are "the impossible dream" — they are all provided by Richard Daniel & Sons from their Chesterfield depot.

D. Webb,  
Mansfield Woodhouse.

## Bond — Uni . . .

There has been much adverse comment about Unibond in the pharmaceutical Press recently — I cannot help but wonder if much of this is not just sour grapes!

As a Unichem shareholder, I find that their service and stock range is second to none and they must be leaders in the field of innovation in pharmaceutical wholesaling. Unibond should be seen as an additional benefit to those already enjoyed by the Unichem membership.

In conclusion, may I remind all my fellow independent pharmacists, that Unichem alone stand with us in the battle against dispensing doctors and leapfrogging multiples.

M.H. Smith  
Callington, Cornwall

## Bill aims to cut red tape for small businesses

Tory MP Michael Grylls is putting forward a Private Member's Bill aimed at reducing the amount of legislation small businesses have to deal with.

The Bill was formally presented to the Commons last week, and should get its second reading around mid-January.

If adopted, it would require Secretaries of State from the individual Government departments to make annual reports to the House on progress made in removing or simplifying such legislation. It is hoped the introduction of such regular reports would be enough to encourage Secretaries of State to take action on the regulations for which their particular department is

responsible.

"You've got to be careful not to try and do too much with a Private Member's Bill," Mr Grylls told C&D, "otherwise it can fall flat on its face. I'm hoping my Bill will give small businesses a louder voice in the House and the country."

Mr Grylls, chairman of the Small Business Bureau and the Conservative back-bench trade and industry committee, would particularly like to see changes to the Employment Protection Act (covering maternity arrangements, redundancy and unfair dismissal), and the Contracts of Employment Act.

He expects a favourable reception from the Government, and should also gain support from Liberal and SDP MPs.

## Dior to stamp out parallel trade

Christian Dior are stamping all their packs with a retailer number in an attempt to prevent sale of their products through unauthorised outlets.

Dior packs will carry a seven-digit numerical code enabling the company to identify the authorised dealer for whom the shipment was intended. The move is primarily aimed at stopping authorised dealers selling their stock to unauthorised stores.

Any retailer found to be involved in

these parallel sales will have their supply cut off and be taken to court, say Dior. This has already happened with a number of identified parallel traders in France. Anyone involved in defacing Dior packs to remove the marks will be taken to court.

"Our products are currently being illicitly diverted on an international scale," say Dior. "This has had a profoundly detrimental effect on the goodwill we have built up, and the situation has now become intolerable."

The old product marks on Christian Dior packs proved too easy to obliterate, forcing the company to spend "millions of French francs" on the new laser system.

"We can refine the marks still further if the need arises," says the company.

## Currys' last stand fails

A last ditch attempt by Currys to fight off Dixons' £248 take-over bid failed in the High Court last week.

Mr Justice Vinelott lifted the temporary injunction obtained by Currys to prevent Dixons from taking control, even though Dixons now own 51.4 per cent of Currys shares.

In an unprecedented legal challenge, Currys had argued that Morgan Grenfell, Dixons' merchant bank, had acted unfairly and prematurely in declaring that they had passed the 50 per cent mark. But the judge described Currys' case for a further injunction as "flimsy and fanciful".

As C&D went to press, the takeover panel confirmed Morgan Grenfell's actions as valid and the takeover battle is effectively over.

The fiercely-fought campaign began on October 4. First Dixons increased their original offer of £180m by about £40m. Then Currys offered shareholders a cash payment financed by a novel proposal to sell and lease-back their high street properties. The Curry family itself, which owns about 30 per cent of shares, has remained solidly against the bid.

In reply, Dixons chairman Stanley Kalms has claimed that Currys were badly managed and very much in need of regeneration. The court decision now makes Mr Kalms the head of a 850 shop empire. He plans to run the two chains separately and competitively.

## Glaxo expand...

Glaxo Group is to invest £45 million on additional manufacturing facilities at two Scottish plants in order to meet growing demand for ranitidine (Zantac).

At the Glaxochem factory in Annan, Dumfriesshire, some 70 jobs will be created. Production started there in 1979, but until now the plant, which employs 150, has made concerned only labetalol.

Tailor-made equipment is to be installed at the Montrose plant, where ranitidine is currently manufactured on general purpose machinery. No additions to the 620 staff are envisaged.

World sales of ranitidine were £250m in the year to June, with the main production plant being in Singapore.

The new capacity is planned to come on stream at the beginning of 1987.

## ...and so do Boots

The Boots Company have announced a £5 million expansion of their ibuprofen production facilities in Nottingham.

The new facilities, due for completion in early 1985, will take the plant capacity to over 2,000 tonnes per annum, and Boots say there will be major benefits in terms of safety and product quality.

## Beecham profits up on US sales

Beecham's pre-tax profits grew 12.1 per cent to £142.8m on sales up 14.3 per cent at £1.087m in the six months to September 30.

Augmentin's American launch is credited as most important event of the half year by chairman Ron Halstead. "In its first 2½ months of availability, US doctors wrote more than 300,000 prescriptions for the drug" he says.

Although Beecham Pharmaceuticals made good progress in the US and Continental Europe, Mr Halstead says there was a "negative cash flow" in the UK. Consumer products, which accounted for most of the profits advance, were buoyant in "nearly every market".

Analysts Panmure Gordon expect interest costs from planned acquisitions and a recent German bonds issue to hold full-year profits at around £305m, although next year's figure should improve to around £360m.

## Kodachrome work goes abroad

Kodak are transferring UK processing of their Kodachrome films from Hemel Hempstead to company laboratories in France and Germany. This follows a decision last year to drop print processing at Hemel Hempstead.

Some Kodachrome processing for the UK market already goes to the Continent, and remaining work should be transferred by April next year. The Hemel Hempstead laboratory, in operation since 1957, will be closed.

Kodachrome still films will go to France, while movie films go to Germany. Kodak have arranged a special air freight service, and promise no deterioration in service. UK retailers will continue to deal through Hemel Hempstead at the current address.

Kodak said it had become uneconomic to continue the work in the UK. The move is opposed by the TGWU.



Social Services Secretary Norman Fowler opened this new £7m research extension to Pfizer's Sandwich complex last week. Chairman Ian Wilson, one of the Society's new fellows, took the opportunity to put the industry's objections to the "limited list" to Mr Fowler (see p1016).

Cow & Gate's baby meals advertising campaign has won joint top prize in one of four categories of the IPA's newly created "advertising effectiveness awards". The campaign has already won prizes in the 1984 Campaign Press awards, and the DADA awards earlier this year.

Peaudouce (UK) have moved to Rye Road, Hoddesdon, Herts (tel 0992 445522). Pan-American Pharmaceuticals Ltd, EMC Laboratories and Eucomark Distributors are now operating from Glebe View, North Road, Havering-atte-Bower, Romford, Essex (tel 0708 44384).

## DON'T VAT THE PRESS

There are strong reasons to believe the Chancellor of the Exchequer is planning to impose VAT on your magazine. Such a move would turn the clock back 130 years — the last tax on newspapers and journals was repealed in 1855. Since then 'No tax on knowledge' has been a principle agreed by all Governments, even in the darkest days of war.

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## Charity boost with babycare

Johnson & Johnson, Farley's and Peaudouce are among companies taking part in a scheme starting in February 1985 to raise money for the National Society for the Prevention of Cruelty to Children.

The Parentcare scheme, organised by Pearl Assurance Marketing Services, could raise as much as £250,000 in a year.

In return for a £5 donation to the NSPCC consumers will receive a booklet of vouchers worth over £100. These can be used on products from participating companies. Retailers then reclaim the money from individual companies.

The scheme is currently being tested in Northern Ireland and the North of England. Reaction so far has been enthusiastic, say Pearl Assurance Marketing Services. Donation forms are to be available at Post Offices, branches of Pearl Assurance and participating outlets, and in Women's magazines.

## First aid for the medical Press?

The medical Press needs first aid, with advertising revenue halved from about £36m in 1983 to a current level of £18m, according to the *Sunday Times*.

For the first time computing has overtaken pharmaceuticals as the largest advertising sector. The weekly *Current*

*Practice* collapsed in September and *World Medicine* is to close this month. The medical magazine group within the Periodical Publishers Association is planning a campaign to persuade companies that magazine advertising is a key promotional activity.

The medical newspapers have given their support and co-operation to the Association of the British Pharmaceutical Industry in its campaign against the Government's limited list, recognising that this could further cut revenue.

## LRC squash tournament

The national final of the LRC pharmacists squash tournament will be held on January 18 at London's South Bank squash centre.

Admission is free and the match should start at about 5pm. The finalists will be the winners of a knockout tournament held earlier in the day among pharmacists from the regional finals. At 6pm there will be an exhibition match between world number one Jahangir Khan and Solhai Qaiser, British under 23 champion.

### Monday December 10

Epsom Branch, Pharmaceutical Society, Bradbury Postgraduate Medical Centre, Epsom District Hospital (2nd floor), at 7.45pm. Mr Dory, Institute of Advanced Motorists, on "Driving techniques".

Plymouth Branch, Pharmaceutical Society, Derriford Hospital, Mr James Barber, curator of Plymouth museums, on "History of Plymouth embracing the apothecary".

### Wednesday, December 12

Northumbrian Branch, Pharmaceutical Society, Dr James Buchanan, rheumatologist, on "Sports injuries".

Wirral Branch, Pharmaceutical Society, Italian Bistro, Hardham Street, Liverpool, at 8pm.

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Please send brief career details to: Louise Lloyd, Senior Personnel Officer, Kingswood Chemists, Healthways House, 45 Station Approach, West Byfleet, Surrey KT14 6NE.

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Two pharmacists were invested by the Queen last Tuesday. Pictured outside Buckingham Palace are Mr John Wells, executive director, Proprietary Association of Great Britain, with his wife Margaret (left), and Mr Douglas Wood, who retired recently as area pharmacist, Bristol and Western Health District, with his wife Jean and daughter Alex. Mr Wells was awarded an OBE and Mr Wood an MBE

## Death of James Bloomfield, OBE

**Mr James Cecil Bloomfield OBE, FPS, FBOA, JP, died in Portsmouth on December 1.**

Mr Bloomfield was a past president of the Pharmaceutical Society, and a former member both of Council and of the Society's Statutory Committee. He served on many other Society committees and was first elected to Council in 1954, retiring in 1981. He was president from 1965-67.

Mr Bloomfield was well known in international pharmacy having served from 1963 to 1975 as the Society's representative on the council of the Federation Internationale Pharmaceutique.

In 1966 he was appointed by the Home secretary to the Advisory Committee on Drug Dependence. This was succeeded under statute by the Advisory Council on the Misuse of Drugs. He served on the Advisory Council's technical committee and represented the Society on the Poisons Board.

Also in 1966 Mr Bloomfield chaired the meeting at the Albert Hall, London, where pharmacists voted on the separation of traditional pharmacy business from "non-professional services" other than those approved by Council.

In 1973 Mr Bloomfield was awarded the Officer Order of the British Empire for his services to pharmacy and the National Health Service.

In 1975 Mr Bloomfield was appointed to the Committee on the Review of Medicines.

For his services to education he was elected one of the first honorary Fellows of Portsmouth Polytechnic serving as a member of the governing body.

He has occupied all important offices in pharmaceutical organisations in his local area: he served on the Hampshire Local Pharmaceutical Committee, was chairman of the Hampshire Area Pharmaceutical Advisory Committee and was a member of the Appeals Tribunal established under the National Health Service.

On retiring as Society treasurer in 1981 Mr Bloomfield was presented with the Society's Charter gold medal for outstanding services in promoting the interests of pharmacy. Until his death he was treasurer of the British Society of the History of Pharmacy of which he was founder president.

*Mr Jock Kerr, Pharmaceutical Society treasurer writes:* It is extremely difficult to write of the loss to pharmacy resulting from the death of James Bloomfield. His record of service to pharmacy in Great Britain, and his indefatigable efforts on behalf of international pharmacy, are well known and will be recorded elsewhere. But I want to write about my friend, Jim Bloomfield, who I have known for the last 22 years, of his kindness, to new members of Council, inexperienced as we were, and of his help to us. He did not try to alter our perhaps radical views on the technique of dealing with problems in committee and in Council. His kindness continued during our shared time on Council. His record will testify of the loss to pharmacy of an industrious and capable worker. My personal loss is that of a kind and helpful companion, and it is as the loss of a real, true friend that I mourn the passing of Jim Bloomfield and convey my condolences to Joan and family.

*Mr Mervyn Madge, president of the British Society for the History of Pharmacy writes:* His wide knowledge, experience, acumen and guidance were invaluable, coupled with a friendly and happy approach. We mourn his passing.

## Six new Fellows include C&D's publisher

**Six pharmacists have been designated Fellows of the Pharmaceutical Society of Great Britain including Chemist & Druggist's publisher and former Editor, Ron Salmon, Pfizer's chairman and managing director William Wilson and community pharmacist Alan Crabbe.**

*For distinction in the profession of pharmacy.*

Mr Alan Crabbe, Cardiff, qualified 1963, community pharmacist, past chairman of the Welsh executive and winner of the Galen Award in 1982 and 1983.

Mr John B. Evans, Hitchin, Herts, qualified 1950, chairman and managing director of Abafron.

Mr Ronald E. Salmon, Crowborough, Kent, qualified 1958, publisher of *Chemist & Druggist*, secretary of Weald of Kent Branch of the Pharmaceutical Society.

Mr James M. Skipp, Dorchester, qualified 1937, retired community pharmacist, honorary secretary of Dorset Local Pharmaceutical Committee for 21 years.

Mr William (Ian) J. Wilson, Canterbury, qualified 1951, industrial pharmacist, chairman and managing director of Pfizer, vice-president and member of the board of management of the Association of the British Pharmaceutical Industry.

*For distinction in the science of pharmacy.*

Mr Leslie Cyril C. Blaber, Sandy, Bedfordshire, qualified 1957, industrial pharmacist, head of pharmacology department at Roche Products.

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